

## Investor Eye



How to Improve Online Presence by Using Content Marketing

International Business  
Hieu Nguyen Dinh

Assessment

Date

Grade

Teacher's signature

Unit: BBIBNU13A7

Name of degree programme: Bachelor of Business Administration  
Option

**Author** Nguyen Dinh Hieu

Onni Opiskelija

**Year** 2016

**Subject of Bachelor's thesis: content marketing**

Name of thesis: How to Improve Online Presence by Using Content Marketing

---

ABSTRACT

Investor Eye is a startup company that was established in August 2013. The company has offered an online platform in which investors and start-ups can have a better interaction. The company aims to promote a longer relationship between start-ups and investors, as normally the relationship is a multi-single trade off. However, the firm is struggling to find and acquire new customers. Many efforts have been done but the results remain limited. Content marketing seems to be a good solution hence people are always trying to find the answer and useful information but not the list of trillion of websites. Consequently, content marketing was the theme of this thesis. The objective of this research was to introduce Investor Eye to content strategy. Within which the audience was identified, the types of content were advised and an editorial plan was given.

Both practical and theoretical practice were applied to accomplish the project. Core textbooks were the foundation of the theory applied in the project. Relevant online sources about content marketing, content creation, and useful tools provided a better scope in this area. Also, they were used to provide recommendations for the firm. Direct observation, a questionnaire and a good relationship with clients were built to implement and assure the most relevant result. Crawler tools and a questionnaire platform were used to construct the observation and the questionnaire. The overall structure of thesis was build based on the theory of project management and principles of marketing.


A finely tuned persona was created for representation to the audience. Yet, the list of ideas about content to be produced was given with suggested tools to be considered. The result also showed an editorial plan with tools to construct it. Recommendation focused on minimize the cost by finding versa-

---

tile and free-to-use tools. Content marketing has great potential to grow according to the needs of people. However, to differentiate content the company has to develop its own and consistent voice. Visualized content has dominated the world recently but other types also have the potential to be more popular.

**Keywords**

Content marketing, persona, content formats, editorial plan.



---

## Contents

1	INTRODUCTION .....	1
1.1	Background Information: .....	1
1.2	Investor Eye Introduction : .....	1
1.3	The Problem: .....	2
1.4	Objectives of The Study: .....	2
2	METHODOLOGY .....	3
3	CONTENT MARKETING LITERATURE: .....	4
3.1	Definition of Content Marketing: .....	5
3.2	Why Does Content Marketing Matter .....	6
3.3	The Role of Search Engine and Social Media: .....	7
3.4	Content Marketing in Relation with Brand Awareness: .....	8
3.5	The importance of content auditing .....	9
3.6	Content Strategy .....	10
4	RESEARCH: .....	11
4.1	Content Auditing: .....	11
4.1.1	Type of Content: .....	13
4.1.2	Meta Tags: .....	14
4.1.3	Article Titles: .....	17
4.1.4	Inbound and Outbound Links .....	19
4.2	Persona: .....	20
4.2.1	Quantitative Research: .....	24
4.2.2	Persona Summary: .....	29
5	ANALYSIS AND RECOMMENDATION: .....	30
5.1	Content Auditing: .....	30
5.1.1	Format: .....	30
5.1.2	Meta Keywords: .....	31
5.1.3	Meta Description: .....	31
5.1.4	Page Title: .....	32
5.1.5	Inbound and Outbound: .....	33
5.2	Persona .....	34
5.2.1	Content Ideas: .....	37
5.2.2	Editorial Plan and Channels: .....	40
6	WEAKNESSES AND CHALLENGES: .....	43
6.1	Quality: .....	43
6.2	Time: .....	44
6.3	Cost: .....	44
7	CONCLUSION .....	44
8	REFERENCE AND APPENDIX .....	46

---

8.1.1	Url Links and Content Types: .....	48
8.1.2	Meta Keyword: .....	49
8.1.3	Meta Description: .....	50
8.1.4	Title: .....	51
8.1.5	Inbound and Outbound Links: .....	51
8.2	Direct Observation: .....	52
8.3	Questionnaire: .....	52

---

# 1 INTRODUCTION

## 1.1 Background Information:

The author used to work for Investor Eye in the Market Entry Project which focused on validating the possibility of entering the Spanish market for the company. The previous project received lots of positive feedbacks from both supervisor and the company's representatives. Continuing the success of the previous project, Investor Eye was asked to be the commissioning company for this thesis.

During the earlier project, the author built up a good relationship with the company's representatives and gained profound knowledge about the company. This good relationship and knowledge will be very beneficial to the author in communicating and gathering data, which can enable the validity and success of the project.

## 1.2 Investor Eye Introduction :


Investor Eye is a Fin-Tech start-up company established in 2014 by CEO-Laura Kuittinen, Sales Manager Antti Kuittinen and Technique Manager-Nasser Ahmad in Riihimäki, Finland. Investor Eye offers a platform in which companies and investors can best communicate, interact in a truly different way.

Companies can use Investor Eye's platform to present introduction information, update upcoming news, and give information about new ideas, concepts and the business focus. Meanwhile, investors can use Investor Eye's platform as a source for seeking potential business ideas. Also, Investors can show their interests and preferences. Investors and companies can reach others by using and following various or preferred hashtags.

The platform offers possibilities for both companies and investors to widen their networks and catch up with new trends and technologies while encouraging communication between the two groups.

As a matter of fact, the interactive patterns between the investors and companies only go up when one or both need investment or made an investment. Therefore, the relation between investors and companies are often fragmented and not long-lasting. The company aims to build a long lasting relationship between the two groups even when no transaction is made.

Investor Eye does not act as a funding company but rather a company where funding can take place. InvestorEye will give companies insight into funding potential: physical geography or type of investors. Also, funding ground that aims to gain financial support for project growth that can be implemented in the platform.



---

### 1.3 The Problem:

Recently, the company updated a new website layout and added a blog section. The blog section was expected to be a potential area for publishing the latest news and distributing valuable content. Yet, the topic of those publications were rather narrow. Also, those publications were not well scheduled. For example, there were two posts in January, one in February, two in March but none in April, May nor June.

The number of views on each and every post reflected the current effort of company's content marketing performance. It was clear that the number view on those post was insignificant. Rarely, the conversation was created. Moreover, most of the measuring indicators have shown a low level.


During the previously mentioned project, it was noticed that the company did not make enough proper publications on social media channels. There were only several posts on Facebook and some on Twitter, LinkedIn. Consequently; it was evident that the company did not have many followers on social media channels, actually very few.

This can lead to the prediction that the company did not pay sufficient attention to content creating. Content fuels customer engagement at all stages and it can educate prospect about products and services (Odden, 2013, p. 54). Moreover author Joe Pulizzi suggested that: "Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire and engage a clearly defined and understood targeted audience \_ with the objective of driving profitable customer action". (Odden, 2013, p. 39). Since content can be created in different formats: video, picture, infographic, posts etc..... it can reach people in various ways. Content marketing is, therefore, very beneficial for such a start-up like InvestorEye as its platform is new to many people and the company is still lacking of audiences. As the result, this thesis aims to mainly focus on content marketing as a way to improve brand awareness and online presence. In relation to content marketing, SEO and SEO elements will be discussed as the way to support content marketing. Social media channels will also be mentioned in recommendation as a mean of delivering content.

### 1.4 Objectives of The Study:

Majorly, the aim of this research work is to find out a better of creating content for the commissioning company as a way improve its online presence. In order to achieve the final objective, minor objectives appeared to mark different stages within the research process.

The first minor objective is to evaluate the current situation of content provided by the company. There are many reasons for content not getting read from the audience. Some of the mistakes are: not understanding the audience, not promoting content on social, not having an own style or voice. (Patel, 2016) Customers are manipulated by a large amount of information every day. For those who believe that making it appear in the search engine



---

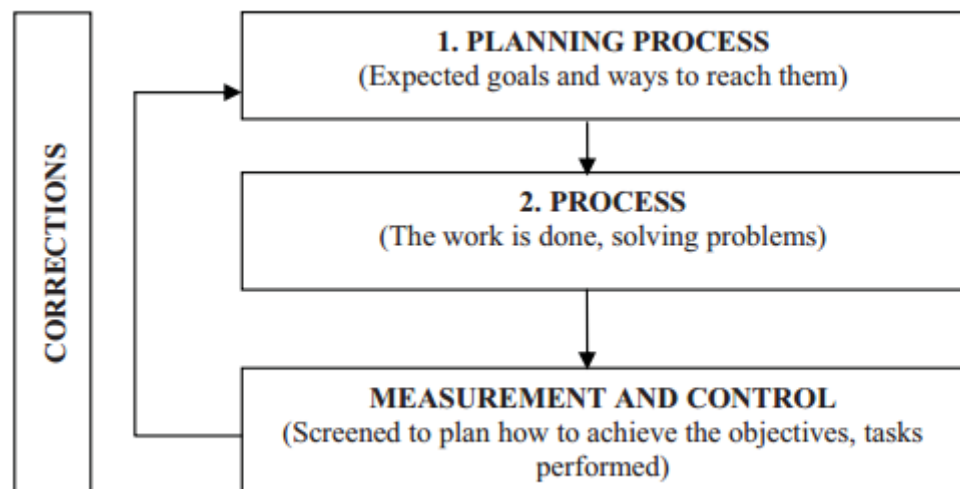
is the best way of attracting readers, it is not driven purely by technology, it is more about the change in customers. Customers are exposed by a large amount of information every day. The selection of information will, therefore, become more careful. They want to reach the centralized, informative yet interesting news. By comparing the current content with standardised criteria, the current situation can be revealed.

The minor smaller objective is to create an audience representative. Due to the fact that the fundamental of taking advantage of the benefit from online marketing is about to think differently. (Savar, 2013, p. 50) The first starting point to work with is to understand the audience. (Savar, 2013) By understanding audience through listening to their express, want, interest and concern, the firm will have a better approach to connect with the audience. (Savar, 2013, p. 50).

The next objective is for the stage when an audience representative was built. It was to establish a list of ideas from which the firm can create the appealing content for the targeted audience.

## 2 METHODOLOGY

This thesis was conducted based on a typical scheme of marketing management process suggested by (Pranulis, 1999)



The framework started with planning process. Project as it is defined is a set of activities with a defined starting point and defined ending state, which pursues a defined goal and a defined set of resources. (Nigel Slack, 2013, p. 526) The problem and objectives were defined earlier so the next stage was about how to get the problem solved, objectives achieved. Furthermore, it would be about measurement and control.

The second stage of framework, process, within this project was about the research. In order to clarify the stage applied, the following part mostly



---

emphasized on the research method. The research was divided into 2 stages.

In the first stage content auditing was conducted as it was suggested by Content marketing Institute. Before any recommendation or strategy was provided and given, the actual performance should be monitored. Some of the features that were recommended by Content marketing Institute were: page titles or content titles, meta tags which were more about technology features, inbound and outbound links and content types. Spider tools which have been very popular in crawling websites were taken into account. Screaming Frog, after consideration, was used because of its ease to use. Data collected was then transferred to an Excel spreadsheet to be processed and unnecessary information was eliminated. The direct observation was carried on in such way.

The second stage included two steps. Another framework was applied in this second stages which was STP framework. (Kotler & Armstrong, 2011) However, the framework was modified in a way that best suited with the project since it was about content marketing.

The information about the most active users in InvestorEye's platform was collected thanks to the support of Chief Technology Officers. Since there was no such tool to collect data about the users in InvestorEye's platform, that was the only way to get insights from the company. Profiles of 25 people were provided. Dr Rachel Davis Mersey claimed that observing people the way they naturally interact with content was the best way to understand audiences. Therefore, the observation was executed. The size of the group was suitable with this kind of observation as the author made an observation on their professional profiles : LinkedIn and Twitter. Basic segmentation was drawn from this observation.

Then, due to the need of constructing the content marketing with a specific plan another research was performed. This quantitative research was expected to support the previous findings. Based on the basic segmentation of the observation the criteria were made. Questionnaire was then sent to 100 users that fitted in the criteria.

In Principles of Marketing by authors Philip Kotler and Gary Armstrong, 14th edition, segmentation was defined as process of dividing a market into smaller segments with distinct needs, or behavior while targeting was a process of evaluating and selecting one or more segments to enter. During this second stages customers were segmented and selected. In other words, the observation and the quantitative research carried out the segmentation while the summary of finding was for targeting.

The positioning of STP framework was combined with the measurement and control section from the first framework to form the recommendation chapter of this thesis.

### 3 CONTENT MARKETING LITERATURE:

---

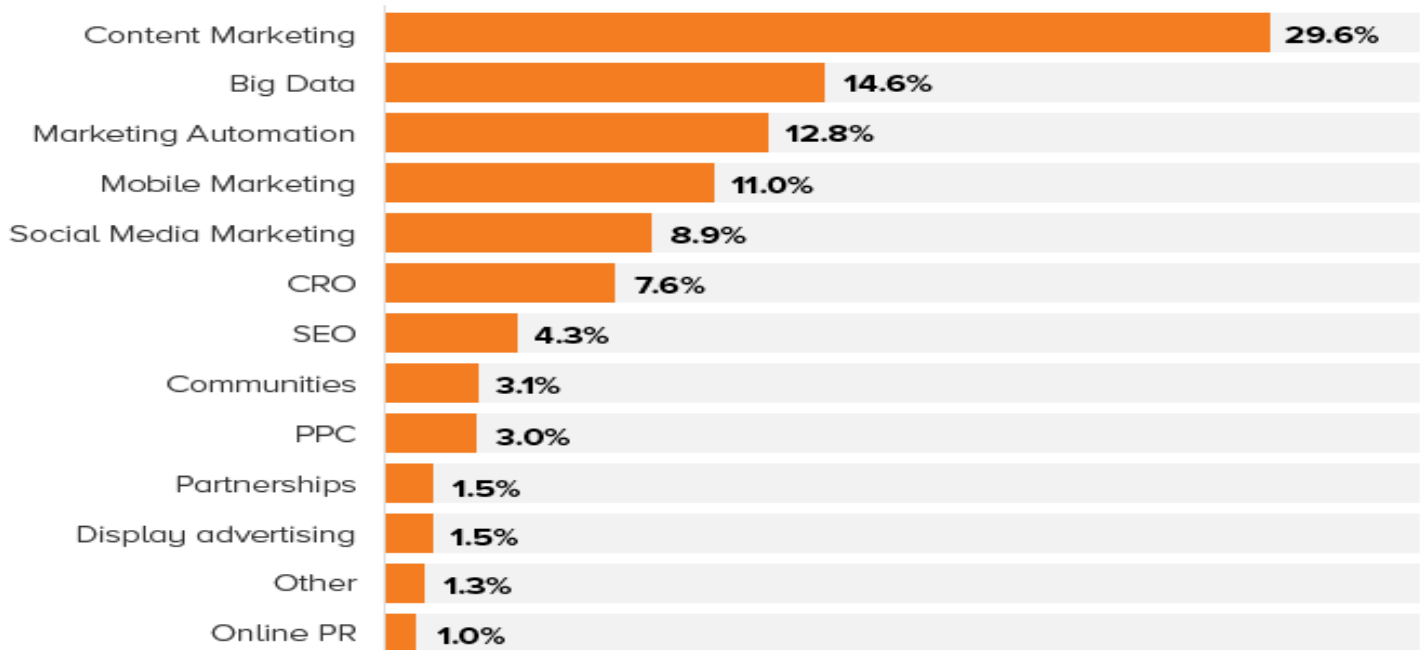
### 3.1 Definition of Content Marketing:

According to Smart Insight survey, Online Marketing Advice Publisher, established by Dr Dave Chaffey, content marketing was voted to be the top activity to drive commercial in 2015. (Chaffey, 2015) Meaning that content marketing is no longer a secret. Many businesses have been using and will continue to use it to compete in the current tough competition. Content marketing, according to the survey, accounted for over a quarter of the most commercially important digital marketing activity. (Chaffey, 2015) The question is what is content marketing? According to author Joe Pulizzi, content marketing can be defined, in the formal definition, as the marketing and business process for creating distributing relevant and valuable content to attract, acquire and engage a clearly defined and understood target audience with the objective of driving profitable customer action. (Pulizzi, 2012)

If the first definition did not fit you, the second definition would be a better option. Content marketing is the process to attract and retain customers by consistently creating and curating content in order to change or enhance customer behaviour. (Pulizzi, 2012)

Unlike traditional push-based marketing, content marketing focuses on the needs and desires of customers rather than only focus on selling products and services. It also differs from advertising. Instead of interrupting customers by showing direct adverts, content marketing acts as a source from which the prospect can look up to, consult with, and seek for. This “pull” marketing form provides customers their space and time to decide which products to purchase. By being neutral, it is likely that the company is more trustworthy and approachable. (Weber, 2014)

## MOST COMMERCIALY IMPORTANT DIGITAL MARKETING TREND FOR 2015?



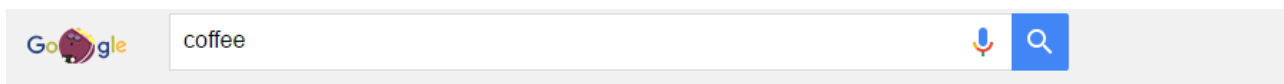
Source: Smart Insights

Even though the three mentioned definitions were made for different readers all of which focused on the fact that the company has to deal with content creating in order to retain and improve the relationship, interact with customers. Content marketing is the fuel that empowers all digital marketing activities.

### 3.2 Why Does Content Marketing Matter

Professor Levine John from Northwestern University mentioned 3 truths which were named after him in a lecture on Coursera, Content Strategy for Professionals: Engaging Audiences started on 2<sup>nd</sup> of May.

First truth, there is an ever-rising tidal wave of information and it will continue to raise forever. For example, when the simple term “coffee” was searched on Google, it offered 1,210,000,000 results within 1.12 seconds. The result was tremendously large which can prove for the ever-rising tidal of information. It also means that customers are bombarded with the increasing number of adverts and messages than any stage in the history.



[All](#) [Images](#) [Maps](#) [News](#) [Videos](#) [More ▾](#) [Search tools](#)

About 1,210,000,000 results (1.12 seconds)

Second truth, everyone has only 1440 minutes in their day; not one minute more. It can be interpreted that, even though people are exposed with the massive amount of information, the amount of time remains unchanged. It leads to the reduction in the amount of time a person spends on a content. Therefore, without providing the right information, in right time and channels, the possibility to get the content read is very low. The customer find and will always find sources of information in which they can trust in. The challenge for companies, in general, and Investor Eye, to be more specific, is to create high-quality information. As high-quality content was defined earlier, content that can attract, acquire and engage the targeted audience.

Third truth, the world is becoming more complicated but people will give their time and attention if companies give them more of what they want. Content marketing, if it is carefully tailored to meet customer's needs and expectation, will have the potency to get spread. As the result brand's characteristics and offering will be conveyed to customers without overtly promoted.

### 3.3 The Role of Search Engine and Social Media:

Content circulates in many directions through a mix combination of platforms, format and devices. Content can be found in a post, an infographic, a video, a picture and many other forms. The ability to reach those content, however, depends on the channel that available to the audiences. Therefore, even a company that creates high-quality content struggles to understand how search engine and social media can leverage the engagement between the brand and its audiences.

Twitter delivers, on average, 350 million tweets each day and Facebook had nearly 1 billion users. (Odden, 2013, p. 6). These figures have proved the strength of social media. In a research, 2 out of 3 adults are now using social networks, which once again claims for the domination of social media. However, it is by no means mutually exclusive of search. (Odden, 2013, p. 7)

Long ago, the notion of search was created. However, beyond that, Google and Bing have expanded the notion by constantly updating new algorithms. Marketers, of companies of different sizes, need to study more about the search channel. It is suggested that not only Google and Bing but also search of Facebook or Siri of iPhone should be learned. (Odden, 2013)

---

It is the requirement for the company to understand the discipline of search, social media, and content. If the company, by any chance, does not see the bigger scenario of the synergy of content, search engine optimization (SEO) and social media optimization (SMO), how can they grow or even remain the competitive advances? (Savar, 2013). Content and online tools are inseparable for enabling the connection between customers and the brand.

If a company understands how the audience finds and seeks for resources, content topics and formats that motivate them, it will be beneficial to build a successful internet marketing programme. (Odden, 2013, p. 7). The persistent improvement in search quality and customer experience will affect how content is discovered, indexed and sorted in search results. Marketers need to foresee the opportunities to create information included in different types of digital assets. (Odden, 2013, p. 8)


However, as the matter of fact, the more is not always the better. That means that publishing different types of content in different channels does not necessarily guarantee the success of the content marketing. Instead, relevance, timeliness and ease of sharing need to be considered. The challenge also lies at the persistence of creating high-quality over a long period of time.

#### 3.4 Content Marketing in Relation with Brand Awareness:

Because of audience's nature, the main reason for them to use a social media is that there is a need to make interaction with others. 62 percentages of participants in State of Social Media responded that the reason they constantly check-in was that they did not want to miss out any updated status and latest news. Meaning that, what really engaged people to social media is simply other people stories and news. (Savar, 2013)

According to Psychology Professor John Suler from Rider University social media users exhibit disinhibition effect. People are more willing to divulge their personal things on social media compared to other circumstances. That also illustrated the desire to express themselves through stories. Conventional social media platforms provided people possibility to comment on stories or even direct conversation. However, most brands are still struggling to use those assets. Based on customer Service Company Genesys study, more than half of companies failed to differentiate their brand on social media channels due to a term "social shyness". (Savar, 2013)

Information which is presented by compelling fashion and pique emotion stories will be deeply encoded into the mind. Suggesting that, instead of a long list of a statistical report, a brand should figure out a more directional itinerary to illustrate data. That what it set a publisher apart from a brand is the capacity of telling stories. Thinking like a publisher has become one of the most repeated mantras in social media movement. (Savar, 2013, p. 63)



---

The very nature of B2B and B2C or small and large company can be different. Therefore the content optimization process should be tailored accordingly (Odden, 2013, p. 16) Companies focus on business-to-business often have a complex online programme. It is due to the fact that, the life-cycle in B2B are often longer. Indicating that, more content should be involved so as to educate and nurture prospect. Large company's challenge is, sometimes, the ability to win internal client support among interdepartmental teams. (Odden, 2013, p. 18)

### 3.5 The importance of content auditing

Before a project or a problem is solved, it is necessary to break down that project or problem. The content itself contains many different elements. In order to make the content become more visible and understandable, there is a need to monitor it in a systematic way. Therefore the content auditing is the process in which different elements are monitored and supervised. ITO model (Nigel Slack, 2013) is a good way to explain content auditing.

Inputs	Transformations	Outputs
Element of contents, substance of content, technology setting,	Monitoring different elements of contents, analyze what is good what is not	Recommendation for the future. What should be done in term of technology? What should be done in term of substance?

The inputs and outputs of this model represent for a defined start point and the defined end state. However the transformational part is considered the most important part in the project which turn inputs to outputs. (Slack, Brandon-Jones, & Johnston, 2013)

Auditing the content is one of the main concerns of this thesis. Rob Garner, 2012 suggested many questions that need to be considered during the content auditing performance. Some selected questions are listed below:

- a. How fresh is your content and how often do you publish?
- b. How well does your content inventory match up with your targeted keyword list?
- c. Is your site optimized for search engines and also optimized for social networks?

The information and insight from content auditing will be a decisive factor for the future whether the current content marketing strategy is successful

---

---

or not. The right data collected could lead to an advantageous outcome, whereas, inaccurate information may result in failure.

The online competition is not just the racing for market shares in the business world, but also the information and content published from a variety of sources that compete for search engine and social media user's attention. Monitoring competitors through search and social media channels will also help content marketers understand how a top company creates a content. Thus, they can learn how to be different to better attract and engage with customers.

Without visibility where customers and targeted audiences are seeking, content marketing efforts may not reach their full potential, or even in the worst case, it can sharply fall. Consequently, technology enrolls for a key position in the optimizing process. It allows marketers to access to the current state of the website in ways that identify any conflicts or inefficiencies for search engines as they crawl, index, and rank web pages. (Odden, 2013, p. 17)


### 3.6 Content Strategy

The slow death of brand loyalty is the problem that all the marketers want to solve. The answer for this problem is not just to create high-quality content. The answer as it was suggested is to provide targeted content and offers to the right person, at the right time, in the right vehicle. (Leake, 2012, p. 10). Search is not the only tactic that can be used to build confidence, but it is vital.

Even though search engine and social media have many independent elements, they have become interdependent in many ways. This correlation creates better, wider availability of content which, as the result, helps the enterprise reach more prospects. (Garner, 2012, p. 16). Instead of thinking only about either Search Engine Optimization, SEO, or, Social Media Optimization, SMO, a marketer need to see the bigger picture and syncs the strength of the two methods and apply it in content strategy.

In order to further expand in digital publishing, the content created must be adaptable for two challenges. The content should be, first, readable for audiences, second, by machine. Meaning that, people can understand the content in convenient ways. Also, it should be understandable for algorithms. Being understood on an algorithmic level requires a literal approach in describing and making up content in the way that it can be understood and retrieved by machines. (Leake, 2012). Using tagging, labeling via keywords, different types of content is essential to overcome those challenges.

The brand should identify the information audiences are seeking for, then reflect that information in the content that pleased the audience. The next step concerns about the editorial plan and publishing calendar. An editorial plan and publishing calendar will help provide production framework for content and lend focus to ongoing efforts (Garner, 2012, p. 110). Creating



---

a signature style of content is a smart to be different from the competitors. Nevertheless, the consistency in these styles should be kept for long period of time rather than quick change in these styles

The author wants to once again mention about types of content. Content can be sent in different forms, video, GIFs, picture, infographic, application, audio and many other formats. (Garner, 2012, p. 84). Yet, there are many channels for delivering content. Thus content strategy is a plan of action.

## 4 RESEARCH:

### 4.1 Content Auditing:


It is said that those who do not know their history are doomed to repeat it. (Rohrs, 2013). Meaning that if the company does not acknowledge its situation, it is hard for the company to move on. Especially, in this ego, when companies have to fight to find a spot in customer's mind. Since content marketing consists of many difference elements from content format types, description of the content, inbound and outbound links to SEO and other paid media, there are also many suggestions about having a good content auditing.

The idea is that before committing to create content, it is essential to take stock of the existing content asset. Although there are many different suggestions about conducting a content auditing process the similarity in these approaches is that the company should only collect data that is essential instead of getting bogged down in the process. (Weber, 2014, p. 194).

Aiming to getting only important and essential information from Investor Eye's content, a spreadsheet excel file was created in order to keep track of the current based on the content set as recommended by Weber, at all from The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric; Marcia Riefer Johnston's in Content Marketing Institute published by December 10<sup>th</sup>, 2015: How to Stop Worrying and Love Content Inventories and Audits.

The spreadsheet in Excel included content's location in form of URL link, types of content, meta keyword, meta description, page title, word counts, inbound and outbound links and published date. As it was mentioned earlier, the purpose of this research was to improve the online presence of Investor Eye through content marketing. It was crucial to learn about the visibility of the current content through listed data. There were many ways to proceed content auditing, though it seemed simpler to implement a spreadsheet as a mean of monitoring the company content and related elements.

At the early stage of the process, it was a requirement to collect all the URL that had in the web page. Only by collecting each and every of links within the site, the possibility of having contents not verified was minified.





---

Some crawlers, spider tools were taken into consideration as it was suggested in Bible: SEO: Search Engine Optimization Bible by Ledford, Jerri L. Therefore, the crawler, Screaming Frog, was used to collect also the link and related data. Then the data was transferred to a spreadsheet to be processed. The data was categorized, unnecessary data was eliminated.


In the next following paragraphs, the reason why each type of data collected was discussed. The actual findings would come later.

Content can be carried in different forms: pictures, infographic, text, video, GIFs. A website does not necessarily need all types of contents but it's important that the company's message should be sent through an appropriate content's type. Acknowledging the importance of differences in format, the author aims to research the use of type's combination within the firm's website. The result determined the usage frequency of different types of content as well as the efficiency of those formats. The author believes that it could also be a good point for the later recommendation.

The page title is another fundamental element which could have a decisive effect on the visibility of the site. Regardless of the actual message included in the content, a page title is still considered as one of the most powerful factors in how search engines rank a page. (Garner, 2012, p. 105). However, as the competitiveness has grown rapidly, it is not only about the page title. Moreover, audiences, customers do not like to be tricked. Therefore, having relevant titles with the actual content while using suitable tagging requires some efforts from content marketers. As it has an important role, the research also included the use of titles.

Another significant criteria that need to be clarified are meta tags. Meta tags consists of two other important tags which are description tags and keyword tags. (Ledford, 2008, p. 21). Not all search engines take meta keywords into consideration as they were often abused. The description tags would appear when the right keyword was triggered, it would be the very first impression of the site. Even though meta keywords were not weighted toward any particular standard, it gave the content creator a small amount of control back. (Garner, 2012, p. 125). There were many suggestions that meta keywords should be ignored since it did not affect Google's ranking. However, there were some secondary search engines still rely on meta keywords as the criteria. (Ledford, 2008, p. 13). The research aims to clarify how description tags and keyword tags were used. Comparing the current use of Meta tags with the standard one gave the author some indication of how well the company take care of the content.

Inbound and outbound links referred to links that led to a website and links that a website, respectively. Nearly all the website had links pointing to other websites. It was very uncommon to have a page that did not link to another site because that how communities were built around particular's industries. Therefore, the need to for gaining more inbound, outbound links were undeniable. Having more inbound and outbound link indicated the higher rank in search engines and it was parallel to the measurement of having more followers in social media channels. (Garner, 2012, p. 44)



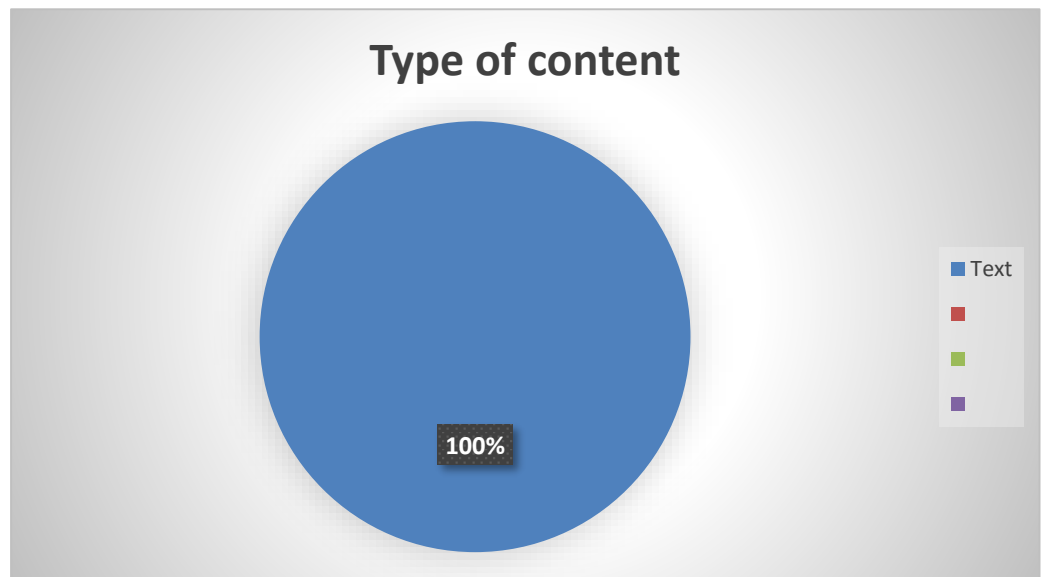
---

Meaning the possibility of having your content read was higher. As content optimization and search engine optimization always go together, it was complicated to discuss about content itself. Rather than going too deep into links and SEO, the author only collected the number of inbound and outbound links from each content. Then basic description and analysis were drawn from it. The result gave the inference about the actual situation of their effort in spreading the content. It was used as a hint for recommendations.

The process of building cohesive content requires content strategy, and many resources (Odden, 2013, p. 90). Having content produced on weekly basis or monthly basis was a good subject for research. By assessing publishing date and time on a regular basis, the publishing timeline or publishing schedule will illustrate the overall pictures of how content was produced. The resources will not be disclosed through this stage but a part of current content strategy can be revealed.

The below part represented the findings of research. The full spreadsheet can be found in the appendix.

#### 4.1.1 Type of Content:



The result showed that the only type of content that had been published in Investor Eye's website's blog area and frequent ask questions is text. Although there were some pictures that could be found from the homepage they were not used to enrich the actual content. All of them were used when the Investor Eye made an update in February. The use of visualizing was very limited.

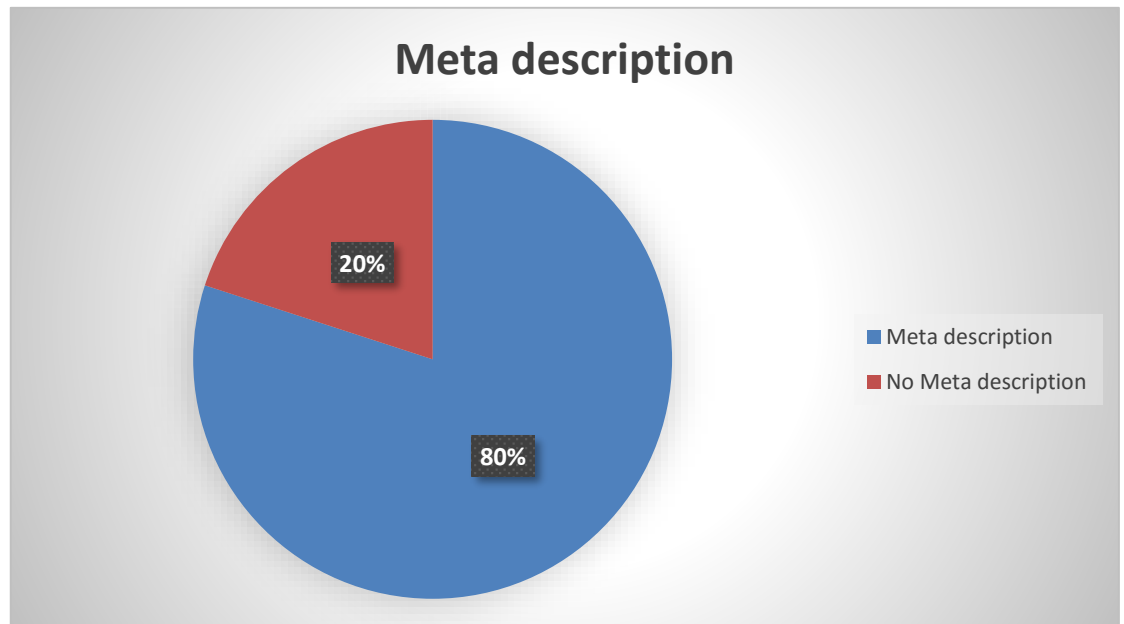
The massive amount of content created on the daily basis has stressed the importance of catching and keeping the attention from customers. (Jason Lankow, 2012). In Andrew Vande Moere's and Helen Purchase's paper, The Role of Design Information Visualization, they stated that the format of design should be suitable with not only explicit information but also with implicit information. Since the company is a start-up, the platform is

---

rather fresh and distinctive, illustrative instruction with pictures, videos, infographic and other visualization should be added.

#### 4.1.2 Meta Tags:

Meta description was found in 80% of published content by InvestorEye.



As the description will be read by customers before they decide to click on the page, it attracted the first attention from the reader. Ledford, 2008, also suggested that they still use the description included there as one of the factors considered during the ranking process. (Ledford, 2008, p. 101)

Page 2 of about 3,910,000 results (0.28 seconds)

#### How to Write an Effective Meta Description (Yes, They Still Matter)

[blog.hubspot.com/marketing/how-to-write-meta-description-ht](http://blog.hubspot.com/marketing/how-to-write-meta-description-ht) ▼

Feb 12, 2014 - Learn how to write meta descriptions that engage searchers and improve clickthrough rates.

Meta  
Description

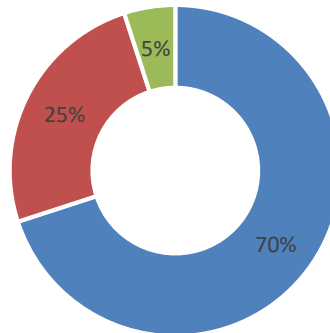
Meta description that could be found in 80% of Investor Eye's article has shown Investor Eye's effort in improving the traffic to the page and online presence. Nevertheless, the number of character that should be included in Meta description was 150-160 characters (KUENN, 2013). Meaning that any text that went beyond 150-160 characters would be cut off. In this sense, Investor Eye committed some mistakes. 100% of descriptions, all of them, used over the character limit which was recommended.

Meta Description 1	Meta Description 1 Length
InvestorEye is a unique and modern solution for companies to reach private investors	258
As an investor you can discover and follow companies offering you investment opportu	303
It is one of our top priorities to offer a secure investor relations communications platfo	244
When I was a little boy, I was diagnosed with dyslexia (a learning disability for langua	201
European Union is preparing new directive called MiFID II, which will change investin	243
As a company you can inform your shareholders and interested investors about news	303
Cash flow. If there is anything ever more relevant for a startup, please do let me know	268
Once a post is released it cannot be edited anymore. Corrections need to be made in	227
	0
Have you ever thought what happens after your company has been successfully crow	225
	0
Back in the old days, when young adults had to decide what professional career to fo	277
InvestorEye is an investor relations communications channel. So always keep in mind	278
	0
INVESTOREYE LTD.You can get in touch with us in various ways, whichever suits be	184
	0
We are screening the communication on InvestorEye. The accounts of users, which a	185
This of course depends on the preferences and characteristics of the company. We re	247
Profile tags describe you as a company or as an investor. For companies these can i	347
Startups have many obstacles on their way to success. Roughly these reasons could	245

There seen some efforts that InvestorEye put in creating Meta description. On the other hand, the short, accurate description was not found but long and over character's limit description. The reason might lie on a fact that there were only four people in InvestorEye. The load of work was very high for each and all of them which, as the result affected the quality of the description tag. However, adding a factor that potentially improves the search ranking should be implemented hence the traffic to the page was still low. The time required for this tag is very little that including the tag is a must. (Ledford, 2008, p. 102)

### Meta keyword used

■ ten keywords ■ eleven keywords ■ fourteen keywords



Poor performances were detected in the meta keywords. The chart pointed out a significant number of keywords used in this Meta tags. Around 70% of the post and content in this website had 10 keywords. 30% of the content consisted of even more than 10 keywords. Even though keyword tags were somewhat similar to the description it did not seem to directly affect the ranking. Nonetheless, overstuffed keyword tags had been known to potentially hurt the search engine (KUENN, 2013).

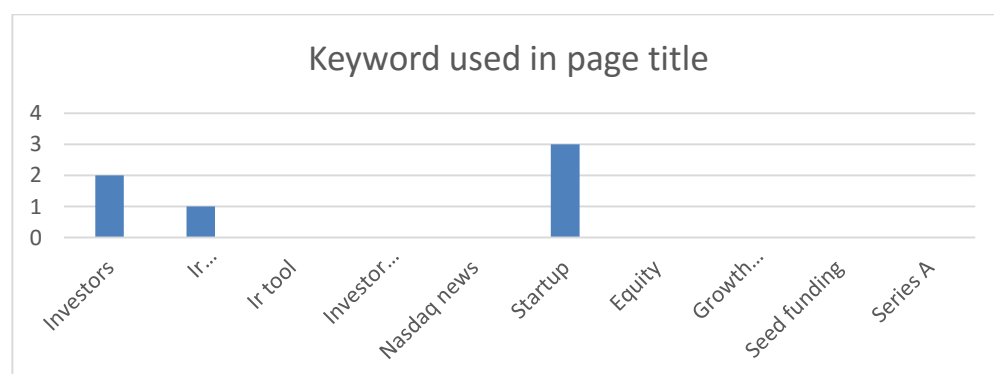
It was suggested that four keywords or key phrases should be included in this tag at the most. (Garner, 2012, p. 128). The same amount of keyword tagging was recommended by Ledford in Bible: SEO: Search Engine Optimization Bible in 2008. Hence, keyword tags had to reflect the actual content of the article or post, having a limited number of keyword helped to maintain the focus of the articles. Meanwhile, having 10 different keywords in one article did not indicate the focus was on 10 different ideas in that one content. Instead, the indication for the lack of directive strategy for building keyword or even creating content was signified. Using ten to fourteen keywords showed the lack of investment from the company for this specific tags.

A question was arisen from the use of meta keywords by the firm. It was noticed that the same ten keywords were used regardless of any content. The ten keywords were: “Investors, IR Communications, IR Tool, Investor Relations, NASDAQ News, Start-up, Equity, Growth Companies, Seed Funding, Series A”. This set of keyword was exploited to the level of abuse. Many people believe the more frequent the keyword was tagged, the higher search engine ranking will be (Ledford, 2008, p. 48). However, it was not always true. Overusing Meta keyword can be attributed to overstuffing which may potentially hurt the search engine. (KUENN, 2013) (Ledford, 2008) (Odden, 2013)..

#### 4.1.3 Article Titles:

InvestorEye BlogView all
What's the benefit of using InvestorEye as an investor?
How secure is InvestorEye?
How Simple Communication Changes Everything
MiFID II and what it means to private investor? Is online the only option?
What's the benefit of using InvestorEye as a company?
The Royal Bloodline of A Startup
Can I edit a post after release?
Latest Posts
IR communication. Is it something startups need to do?
Latest Posts
Digitalization of finance: Great News!
What kind of news should companies communicate?
Frequently Asked Questions
INVESTOREYE
Frequently Asked Questions
How to report an abuse?
How much time needs to be invested in InvestorEye as a company?
What should I put as profile tags?
The reasons for stumbling walk of startups

Both great and bad articles alike live or die by the quality of their precious title or headline. (Garner, 2012, p. 121). The page title had the significant role in the success of the posts, articles and content. Suggestions on creating good title were often rotated around adding target keywords, phrases to the title (Odden, 2013, p. 136) or including a keyword or phrase that may match search keyword. (Garner, 2012, p. 121). Therefore, comparing the list of keywords mentioned previously with the current page title potentially demonstrated the relationship between page's titles and keywords used.



At least 10 keywords were used for any article. Nevertheless, the chart showed that not all of the keyword was once mentioned in the title. Furthermore, among the keywords that were used, the frequency was also very low. The only keyword that appeared three times in the title was “Startup”.

---

Since high-quality content required more than just a game of keywords. Thus, adding important keywords to the title as suggested were not always the case in Investor Eye. The title which was often attributed at the most important element of the content would be evaluated not only by keyword.

According to Jamali and Nikzard 2011, Article Title Type and Its Relation with The Number of Downloads and Citations, there were three common types of the title and their effects were, as the result, varied. The authors suggested that the three types of titles were : declarative titles, descriptive or neutral titles and interrogative titles. Declarative titles were titles that include their main conclusion. Descriptive titles described the subject of the paper while interrogative titles were in form of question. (Jamali & Nikzard, 2011).

Under the research by authors Jamali and Nikzard, the final result claimed that question-typed titles, as its nature, were best use for marketing as they provoked the curiosity and attracted them. Many interrogative titles were also found from InvestorEye's paper. A proportion of question-typed titles accounted for over 50% of all the paper, some of which are: : What's the benefit of using Investor Eye as an investor? What's the benefit of using Investor Eye as a company? How secure is Investor Eye? These titles spotted on customer's mentality. Even though keywords were hardly found in these titles, they provided good value to the actual content and the overall content published by Investor Eye.

A serial of content regarded to educating people about how to use the company's online platform, why it was important to use it, played a big role in the Investor Eye's current content creating effort. The reason was that the company's platform was still not popular and not many knew how to use it. Acquiring some understanding for customers before they can actually exploit it is, thus, very necessary. "What should I put as a profile tags? What kind of news should companies communicate? How much time needs to be invested in Investor Eye as a company?" were some good instances of the titles.

Misjudgement might happen if titles were only compared with keywords. In another circumstance, article's title and content's title were well written. The problem was not that the title did not contain important keyword but the keyword was not well-prepared. Thus, keyword was not part of the title in this context.

#### 4.1.4 Inbound and Outbound Links

Title	Inlinks	Outlinks
InvestorEye BlogView all	22	24
What's the benefit of using InvestorEye as an investor?	19	18
How secure is InvestorEye?	19	18
How Simple Communication Changes Everything	24	19
MiFID II and what it means to private investor? Is online the only option?	24	19
What's the benefit of using InvestorEye as a company?	19	18
The Royal Bloodline of A Startup	24	19
Can I edit a post after release?	19	18
Latest Posts	3	25
IR communication. Is it something startups need to do?	24	19
Latest Posts	3	21
Digitalization of finance: Great News!	4	19
What kind of news should companies communicate?	19	18
Frequently Asked Questions	23	23
INVESTOREYE	22	5
Frequently Asked Questions	3	21
How to report an abuse?	19	18
How much time needs to be invested in InvestorEye as a company?	19	18
What should I put as profile tags?	19	18
The reasons for stumbling walk of startups	24	19

The number of inbound and outbound links were indexed in the above table. Different cells had different colours. The colour of cell represented for the amount of links they contained. The red cell indicated the least number of links within the page while yellow cell showed the average number of link and green cell were for the article with the most links.

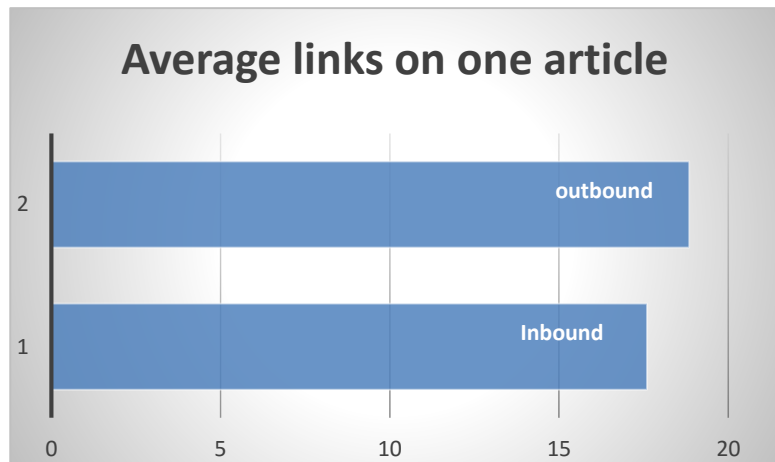
The scale was made based on the actual inbound and outbound links of the page rather than comparing it with that of other companies. It was because by comparing all of them together the author can have an overall view about which content was doing better. In a way, it may relate to other mentioned factors. In this sense, articles with descriptive titles were among those with the most incoming links. Similarly, a serial content relating to guiding customers about the platform achieved a good amount of links pointing toward the pages. Moreover, those article's titles were written in form of question-typed. Consequently, it was profound to indicate that the title plays some roles in attracting customers.

Only four out of twenty articles had very limited inbound links while only one content had limited outbound links. The majority of the content had over average links for both inbound and outbound. The highest inbound link from an article was 24 while highest outbound link in an article was 25.



---

The chart showed the balance in Investor Eye's article in term of inbound and outbound links. The concern of people was often about the link leading to their sites and less about those that are pointing away. (Norman, 2012).



In contrast, the actual ratio brought up a question. The reason was that similar inbound links and outbound links could be found in many articles which upraised the questions of exchanging in reciprocal linking programmes or purchasing link. As a matter of fact, it may cause frowned within the search engine. (Norman, 2012). It might also cause confusion as the average number of outgoing links was even higher than incoming ones. Inbound links were claimed to be more important than outbound links. (Ledford, 2008)

Inbound marketing is all about earning attention and love. (Fishkin, Høgenhaven, & Høgenhaven, 2013, p. 3). Trust should be built over time so that customers are prepared to hear when the company actually talks to them. (Halligan & Shah, 2014) To win the trust of customers rather than exchanging links it should be acquired naturally.

## 4.2 Persona:

Companies and corporations are now obsessed with the corporate culture "more is more" which, consequently, leads to the fact that products are built accordingly. (Pruitt John, 2010). After all, defining customer is never an easy task. Having said that earlier, the aim of this thesis was to find out a content strategy for the company. Thus the content should be delivered to right person, not everyone. Within this chapter, that right person was aimed to be figured out.

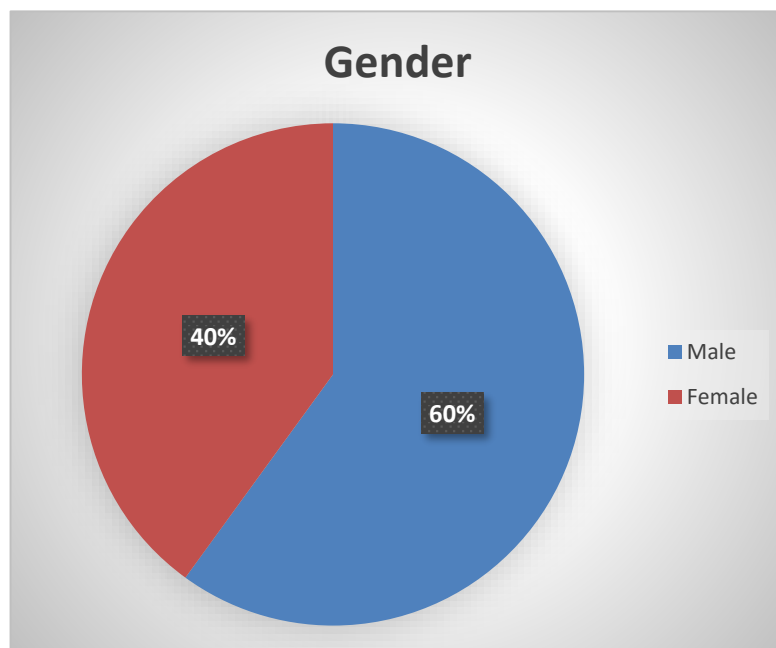
In *Interactive Technologies: The Persona Lifecycle: Keeping People in Mind throughout Product Design* written by two authors John Pruitt and Tamara Aldin 2010, it claimed that: "everyone you work with carried the assumption about their customers or user." The assumptions were often affected by individual experience and culture. In other words, these assumptions were completely different. In order to make those assumptions about users explicit an enterprise should make a customer representative. In the midst of making representative, a persona is a good solution.

---

While it was essential to start an inventory with who were the audiences, it was suggested that the information collected from customers should be expanded. Psychographic, behaviour profiles were taken into consideration. Persona was, consequently, not only a collection of facts. (Pruitt John, 2010, p. 7)

Within the research, the Excel spreadsheet was conducted. The spreadsheet only collected published data from customer channels such as Twitter and LinkedIn as they were more appropriate for business circumstances. Twitter links could be used as a source for the finding of customer's favourite topic. Meanwhile, information from LinkedIn would be used to expand the understanding among customer's profession.

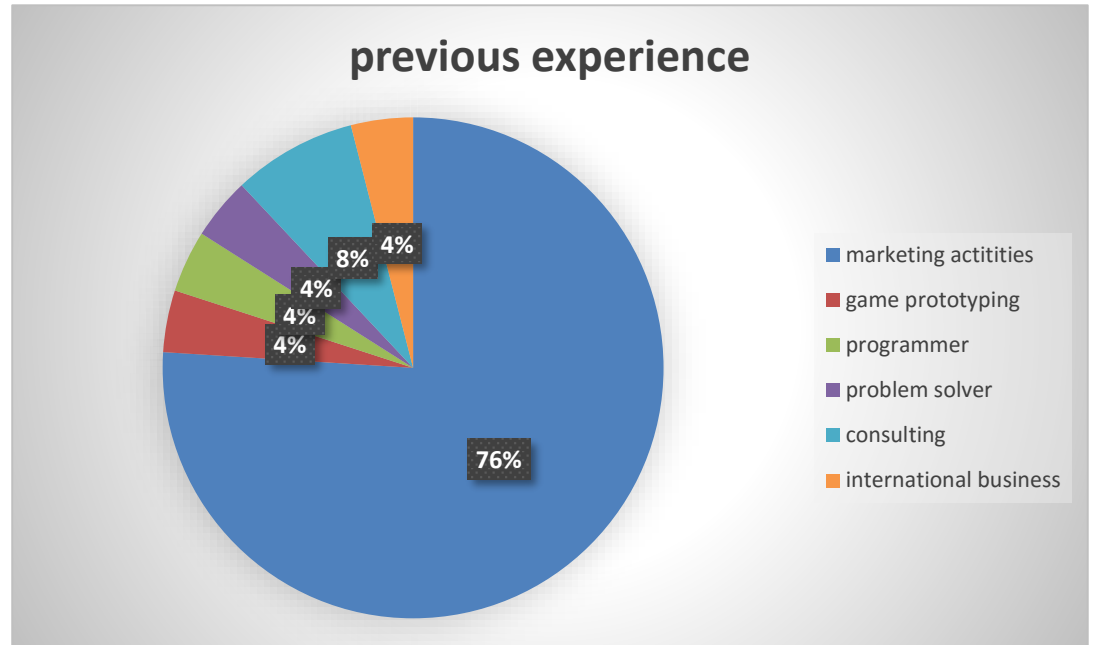
Name, nationality, gender were also included to defined customer as they were the foundation in any persona making process. The notion of persona that was applied within the research was originally created by Alan Cooper and become popular in his book in 1999.



25 people among InvestorEye's current customers were chosen for the research. 25 people were picked on the basis of how active they were on InvestorEye's platform. The basis was planned to exploit the actual audience who spend time working on InvestorEye's platform. Although, not many content or paper were published this group of people has shown the sign of engagement through their work and activity.

15 people accounting for 60% were men while 40% are women. Even though people were randomly picked according to their activities in InvestorEye's platform it would not be fair to assume that 60% of people who has used the platform were men since the size of the group was rather small. However, it might indicate that the number of man outperformed the number of women when it came to the level of activity. The gender for the persona, consequently, would be a man in this circumstance.

---



While looking for each and every chosen customer's LinkedIn profile, the data was collected. Since LinkedIn was a professional networking channel, people tended to show their working experiences on their profiles. The author attempted to make use of this asset to learn more about Investor's customers. The data illustrated that 76% of people revealed having some experience in the area of marketing through former marketing activities (market research, sales, content creating, advertising). The minority of people had varied experienced. Only 24% of people worked in different fields. Among these people, it was very crucial to note that they had information technology background (programming, gaming). The rest also had works related to operating business (trading, consulting).

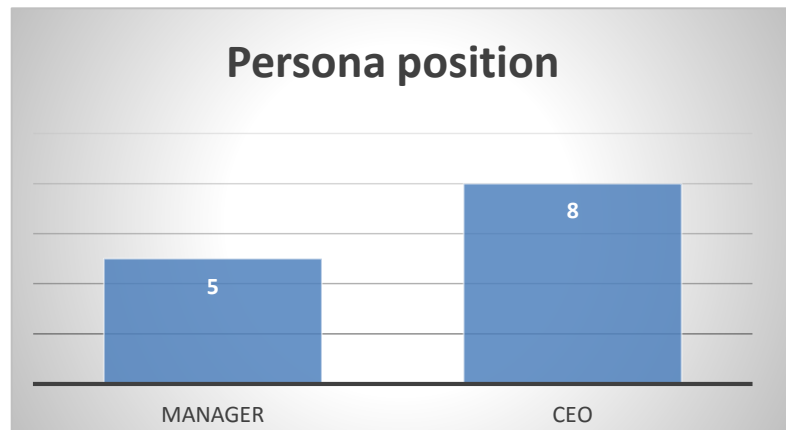
With the domination of people who had experience in marketing. It would be relevant to assume that most of InvestorEye's customer have some experience in marketing activities. Thus, the persona acquired this working experience. The persona also attained an occupation of working in marketing field since the majority of people continued their career lately.

Concerning about the previous experiences of audiences who were taken into research, information technology was another alternative that popped out. Since the InvestorEye is a fin-tech company that aims to support start-up and investor working together. This figure represented a small group of people who were fascinated by technology and found InvestorEye as a source of finding and exploration.

The occupation of selected people varies (CEO, co-founder, advisor, manager, director). A closer observation of the position that selected audiences had, CEO and manager became the two best candidates, the number or CEO and manager outperformed other positions.

While 5 people were responsible for the managing position, the number of people accounted for CEO position was up to 8. As the result, the author

decided to acquire CEO position for the persona. The data also revealed some interesting fact that the CEOs companies get involved in activities in Investor Eye's platform. They were often tied with other responsibilities. However, mentioned was 76% of people in this research had the marketing background. Therefore, it explained for the involvement of CEO in InvestorEye's platform. Consequently, it potentially indicated that the platform had the attention of high-position people in companies.

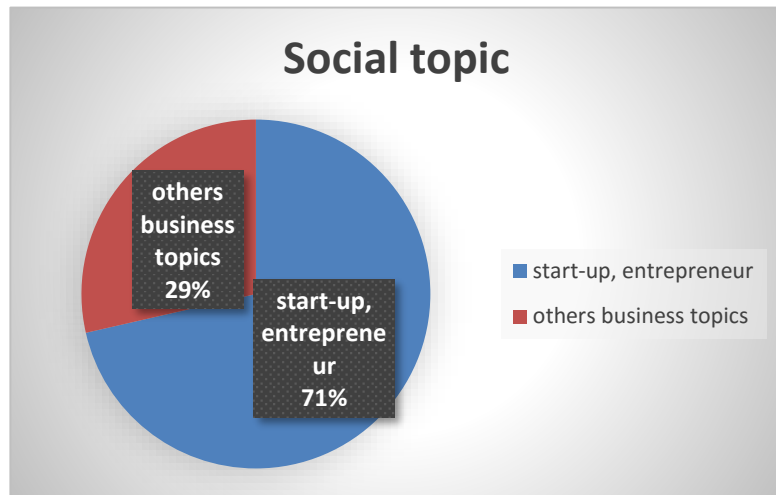


Within the research, the age of the persona was also found out. The persona inherited key characteristics from the researched group. Thus, persona's age was identified to be 39. The age range of persona was predictable as the vast majority of people in this research had high positions: many managers and even CEOs.

The findings also included the geographic factor. Since InvestorEye was a start-up company and its base was in Finland, it was expected that many audiences were coming from Finland. The result pointed out the domination of Finns in this list. 22 out of 25 people were from Finland which accounted for up to 88% of the audiences.

The company has been operating for three years and, importantly, the website was in English, international language, not Finnish. Yet, only 12 percent of audiences were not from Finland. The platform's priority has been to connect capital venture companies and start-ups. As a matter of fact, investors from Finland might find some foreign companies potential and vice versa investors from foreign countries may find some Finnish start-up companies potential. A question about the efficiency of InvestorEye's expanding campaign was arisen. Altogether, the figure showed the overwhelming nature of Finnish audience over the international audience. As InvestorEye grows big, internationalization is a must.

Preference topics of audiences were part of the research. Both LinkedIn and Twitter were more suitable for business, investigation of audience's recent activities on those two channels were good sources for further inferences. Out of the investigation of 25 audiences, only 14 audiences exactly showed their favourite topics.



71% of people was equal to 10 audiences have had their focus on start-up and entrepreneur topics. The rest 29% have had concerns under either two topics: Innovative Business Models or Information Technology. The result was explained by the domination of CEO and Manager in the list of active audiences. CEO and Manager tended to care more about the innovative business model.

The social topic became a good source for further inference related to persona's characteristics. It portrayed and added more details to the traits of persona.

Conducting the research brought many good aspects to the persona. Geographic measurement, where do customers live, demographic measurements, how old they are, what are their jobs and positions, were illuminated. Though, Dr Rachel Davis Mersey suggested in an interview with Professor John Levine in Content Strategy for Professionals lecture for Coursera on 12<sup>th</sup> of September that, geographic and demographic measurements were rather weak. Psychographic was stated to be more valuable for the organization. Thus the practice of collecting information about audience's previous experiences and concerned social topics were sampled.

Dr Rachel Davis Mersey claimed that combining both psychographic with normal census was a better way to create a persona. Similarly, it enabled the author to observe people the way they naturally interact with content. This way, they were not reacting to a conditional environment but they were doing what they normally do. While demographic, geographic research may help flesh out a more proper picture about a target audience segment, understanding how people naturally approach, interact with content with no external influences was essential in verifying their needs and wants and how content can be created in order to maximize its effect with minimal time and intrusion.

#### 4.2.1 Quantitative Research:

While the previous research related to persona did bring many insights both in census measurement and psychologic measurement. However,

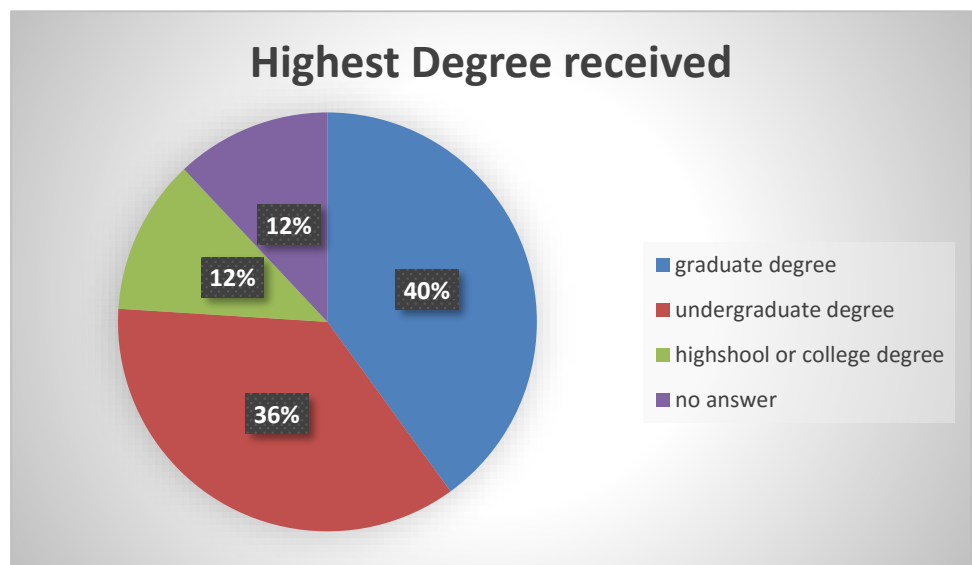
---

some might put a question mark on the validation of the research as only 25 people were involved. The answer would be the size of the research was rather small but deep into individuals. Thus, not only explicit information was collected but also implicit insight. As a matter of fact, profiles of the 25 most active audiences were provided by InvestorEye's. Yet, the answer might not satisfy the most critical readers which led the author to another research, larger in scale. Rather than having a long questionnaire inquiring some basic questions the about age group, occupation, geographic region, the previous accumulated data was made to be the criteria. Such elements: age, living location, working position which were manipulated to become premises for this quantitative research.

The research was conducted on behalf on InvestorEye. 100 audiences who fitted to the criteria were included. Consequently, the questionnaire was sent to 100 audiences. The list of questions will be further combined in the Appendix.

The main objective of this research was to explore more from the audience of Investor Eye. The author expected to get more information about audience's preference in term of formats and how the audience interacted with content.

Research findings are illustrated as follow:

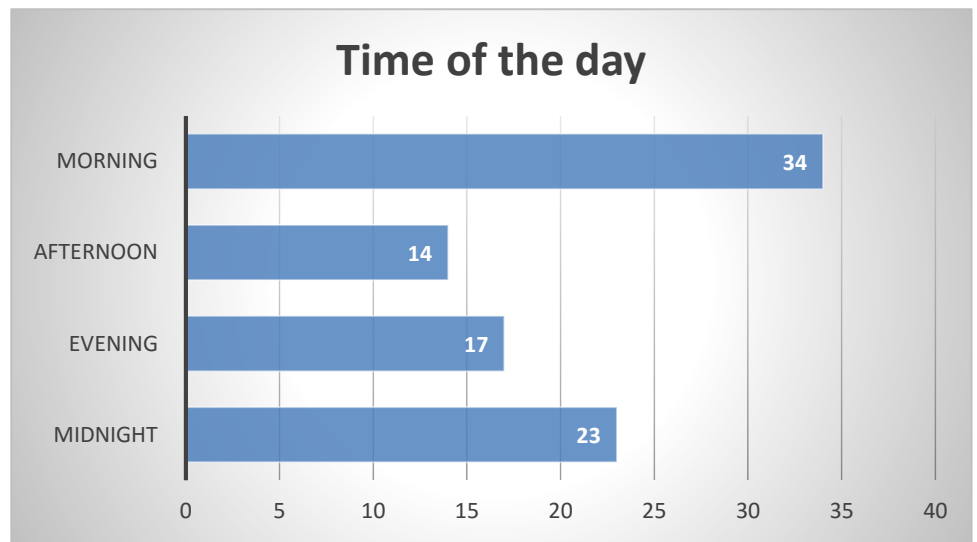


The chart showed that around 40% of examinees were holding graduate degrees which were equivalent to a master degree. Meanwhile, the percentage of people having bachelor degree was also very high accounting for up to 36%. High-school or college degrees holding people was 12%. The explanation was that Finland ranked second in top countries with highest literacy rate. 12% of people did not response to the questionnaire. The high percentage of people having at least undergraduate qualifications assured for the credibility of research due to the fact that earlier audiences involved were responsible for high positions in companies

---

Ultimately, in order to assure the quality of the research was on specific groups of customers, 12% of examinees who did not response in the expected time were eliminated from the research. From this point and toward, the actual number of people involved in the research were 88 people.

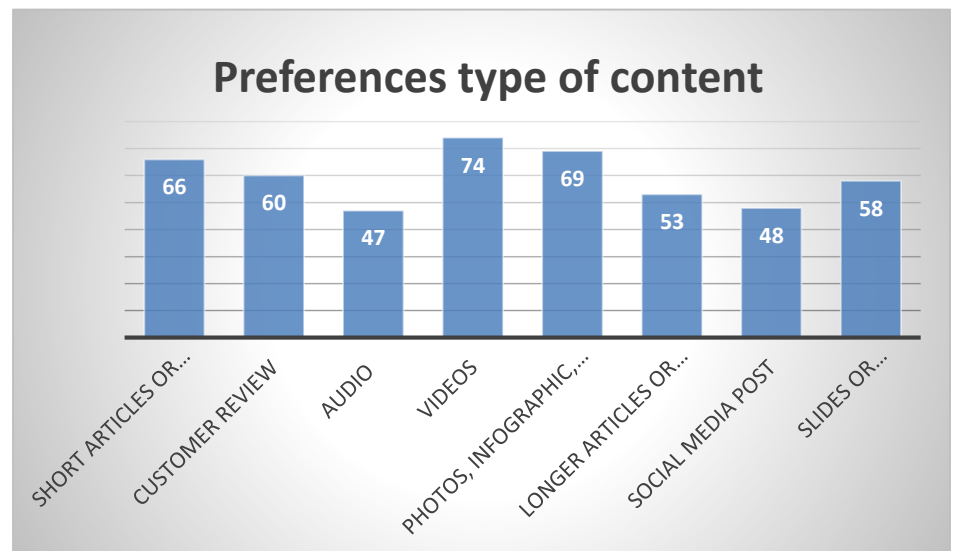
Among 88 people, the average time they spent on the internet was 4-5 hours. The author expected that the average time would only be around 2-3 hours. Due to the fact that given were audiences who had top positions the author's thought was that they tended to be busy. However, the completely different result was showed. It reflected the current trend since digitalization has had tremendous growth. Consequently, there seen a significant growth in business activities which have been being executed on the internet. Thus, the author expectation was proven to be outdated.



While the previous research did not verify the actual time of the day when audiences most often browsed the internet, this research was opposite. It collected the time of day when people were online. The research indicated that over 34 participants equalled to 39% spent more time in the morning on the internet while only 14 and 17 participants accounted for 16% and 19% claimed to spent more time in the afternoon and evening, respectively. Midnight time, surprisingly, reserved the second highest percentage 26%, 23 audiences.

As it was mentioned earlier about John's 3 truths, there is an ever-rising tidal wave of information and it will continue to rise forever while a person only has 1440 minutes in his day; not one minute more. Therefore, grasping information about how audience spend their time was really important for the later content building process. The same question regarded to time spending was mentioned in Garner, 2012; Leibtag, 2013 and Ledford, 2008





The format is the way in which information is presented. (Leibtag, 2013, p. 68) It was critical to understand the difference in formats and deliver the information in a way that best served the need of customers or audiences. The above chart was part of the questionnaire when people were asked to pick the content formats that they preferred. People were allowed to select all the applicable options. The result prognosticated that, over 70 people equals to 80% percentages enjoyed content in form of videos, which by far was the most famous among this group of audiences.

There was no such distinction among the rest options when some were extremely famous while others were completely not famous. However, short articles, and formats that stimulate the visualization of customers such as: photo and infographic which were proven to be more preferred by audiences. Customers review which show previous interaction of a firm and its customer also attracted many audiences. On the other hand, long articles which required more time and effort from audiences did not have good rank in this research. Audio content, in contrast, did not require much time from the audience. However, it was still not the most preferred option. There were two main explanations for this. First, people have been hyped with visualized content more than audio content. Second, availability of audio content was still limited comparing to that of articles, videos, and infographics...

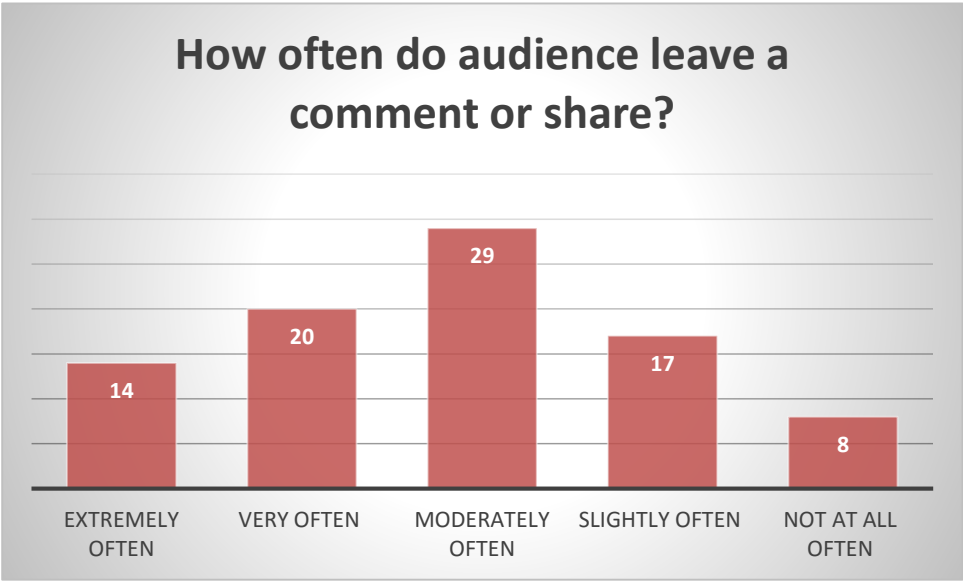
Social media posts showed an average result in this research. It was good to remind that in this case social media post was not referring to channels. The reason was that social media was so exciting for marketers as it gave them the ability to increase their reach exponentially (Leibtag, 2013, p. 134) Content, in contrast, is king (Gates,1996). One inference could be made here was that this group of audience required more than just personal posts. Yet, audiences, in this context, were people who responsible for high positions in companies. Therefore, normal posts cannot satisfy their need.

Though there was no such clear distinction that a type of content was over-powered others format, it could be inferred that videos, infographics and



short articles, customer reviews were in a more popular group, whereas others had shown the potential to be great substitutions.

While the research showed deeper insights of how people spend their time on the internet, there was still one very crucial aspect of audiences that author aimed to accomplish. That aspect was about how active they were when it comes to the conversion, or engagement. The expected result was to observe and understand how willing they were to engage with a page or a content. It allowed companies to magnify and strengthen the ability to increase relevancy or provoke people to engage with companies.



The chart above was for this same purpose. The given chart illustrated how often audiences commented or shared a piece content in their preferred format. Only 8 people admitted that they did not leave any comment or share a content. On the other hand, 80 audiences occupied for 88% gave positive responses, at least, they slightly often commented or shared. Nevertheless, in that group of 80 panellists, the frequency varied. The majority of audience claimed that they moderately often commented or shared a content. Responses for that of people who thought they were even more active than the majority were 20 and 14 for “very often” and “extremely often”, respectively.

The author was tackled with a problem of transferring this result into more tangible and measurable metrics. Since, the above chart could hardly answer the question of how willing audiences were when it comes to conversion and engaging. To make use of the research’s outcome, answers were imported to a scale from 1 to 5 in which: 1 was not at all often and 5 represented extremely often. The table below represented the answers in a different way:

Options	scale	Re-sponses	Score
extremely of-ten	5	14	70
very often	4	20	80
moderately often	3	19	87
slightly often	2	17	34
not at all of-ten	1	8	8
Average score			3.170455

By transferring answer into a scale, calculating the average score became a simpler task. Moreover, those who actually concern about the work could smoothly foretell the result. In average, the result was 3.2. An inference was audiences were moderately willing to comment or share a content. Even though taking further action rather than just watching, listening or reading a piece content was not always the case it showed the optimistic result that this group of prospect were active and willing to engage with companies.

#### 4.2.2 Persona Summary:

Rather than just knowing the surface identifying characteristics, how they behaved in the online environment and what motivated them were by far more important (Leibtag, 2013, p. 160 ). As it was suggested that basic segmentation on audiences such as geographic, demographic research would not provide sufficient data for the persona. Deeper research on customer's behavior and psychology would allow the enterprise to better understand customers, audiences (Revella, 2015) (Garner, 2012). While content marketing was the main theme and topic of this thesis, which has been stated many times in this thesis, it's good to clarify that, the persona was the foundation for this thesis. Hence, the persona was a fictionalized characterization of audience type the company was trying to reach. (Revella, 2015) (Rohrs, 2013) In such a way, content produced and published would be relevant with the interest and concern of audiences.

Researches on audiences were implemented as advised and results were shown earlier. Though, there was the need to systematically organized the response and build up the persona. Nevertheless, the persona was not a real person neither a collection of facts. (Leibtag, 2013) (Pruitt John, 2010). Thus, the summary of findings was presented not as a list of facts and finding but rather with as a sum of polished characteristics.

Age: 39

Geographic: Finland

Gender: male

Position: CEO

He has good educational background, with graduate degree (master degree)

---

On a typical day, he spends 4 hours online.

He prefers spending time online in the morning and at midnight rather than in the afternoon and evening.

Since he spends around 4 hours a day online, he often spends time finding new information, opportunities, updating news trend. He prefers reading short articles or content. He is more interested in visualized content such as videos, infographic, images than long articles, audio. But it does not mean that he does not read long articles or listen to the audio.

He used to work in marketing and sales department so he has experiences and knowledge in marketing and sales. Consequently, his favorite topics include marketing. Other topics are entrepreneur and start-up.

He is careful with what he shares or comments. However, if the content is attractive he is willing to make a move: leaving a comment or sharing a content.

Developing persona has been an important part of creating great content. Though it was essential to note that as the company is shifting and changing its environment, persona will go through those changes too. Persona will grow and change as the company grows. (Barbour, 2015). Therefore, constantly developing and refining characteristics of the person help companies targets and addresses accurate audiences which in turn increases the relevancy of content. Meaning even though the persona provided was developed and backed up with data from current customers. However, Investor Eye needs to update this persona according to the stage of development of the company.

## 5 ANALYSIS AND RECOMMENDATION:


The research were done and the result has left many rooms for future improvement. Within research section, while describing the result of the investigation, some analyses were drawn. However, the result was mainly described. In this section, more attention would be emphasized on analysis. More insight from analyses would be provided accompanying with recommendations.

Analysis and recommendation were divided into two sections. Analysis and recommendation were introduced in parallel with previous the research. Therefore, the first section focused on the first part of research which was content auditing. The second section centralized on the persona. Suggestions were made based on the persona with more focus on better ways to produce content.

### 5.1 Content Auditing:

#### 5.1.1 Format:

InvestorEye has produced some pieces of content which could be found mostly in Blog section and some in FAQ. However, the content was completely text based which was shown not very attractive for audiences



---

and prospects. A variety type of content is advised to be published rather than just articles. Demonstrating content through an effective mix of written, visual and auditory content format is the aim that company should follow. (Leibtag, 2013).

Utilizing the visualization of information enables people to gain understanding and insight more effectively. Exerting the increased processing power of the human visual system (Jason Lankow, 2012, p. 12). With a massive amount of content exposed, it is getting more difficult to catch and keep the attention of viewers. (Jason Lankow, 2012, p. 12). Thus, InvestorEye needs to emphasize more on creating a variety of format.

#### 5.1.2 Meta Keywords:


In the midst of the actual use of meta keywords, a new algorithm was applied by Google. Google actually claimed that Google does not use keyword tags in web ranking. Which, as the result, arose a debate about the use of keyword meta. Some actually provoke to ignore keyword meta tag, whereas, some still believe in the use of meta keyword in ranking. Investoreye was proven to believe in the effect on ranking, they put many keywords in this tag. However, the research pointed out that, what InvestorEye has been doing was penalized by Google. Overusing Meta keyword can be attributed in overstuffing which may potentially hurt the search engine. (KUENN, 2013) (Ledford, 2008) (Odden, 2013). The company did not categorize keywords in this meta tag as the same list of keywords was used many times. Hence, the company was rather small, and current personnel was not able to handle all the tasks. There were two suggestions for this categorize.

Instead of overstuffing keywords, it is wiser to leave it blank. Since Google ignored it for years. In this sense, the company won't be penalized by Google. In this case, the company can save time focusing on doing others work.

Second, Google claimed that they ignored keyword tags but it did not mean that all other search engines would do the same. Moreover, using meta keyword within the firm's page would not make any harm to company websites. As the result, there are still possibilities to reach potential groups of users trying to find companies. It was good to remember that, meta keywords, minor factors, should be done with precision as suggested by Garner, 2012 that four keywords or key phrases should be used in tagging at the most. Rather than exploiting the same list of keywords as the company were doing, stuffing 10-14 keywords, it requires more effort in summarize the actual content and limit it under 4 keywords.

#### 5.1.3 Meta Description:

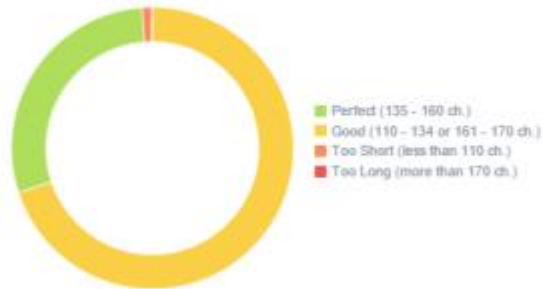
Investor Eye added meta description in 80% of content which in a way represented the concern of company in this type of meta tag. However, the length of the description was not finely tuned. 100% of description was



---

much longer than 160 characters (KUENN, 2013). As the result, text that went beyond 160 characters was cut off and the description may not fully transfer the intended message to potential customers. Even though InvestorEye endeavored in preparing description, it is suggested that the company restrained writing long descriptions. Only main point of the content should be summarized.

Description Length



source: Oncrawl

The picture illustrates the standard length of meta description and can be used as a reference for future examination. Even though the importance of meta keyword was under concerned, there was no question about the importance of meta description. It would be visible as people search. Consequently, it plays an important role in whether the customer clicks to a page or not. (Ledford, 2008). Ledford, 2008 suggested to try different combination or word descriptions until there is one that brings website closer to top search result. Moreover, to see the accurate result it normally takes two to three months.

#### 5.1.4 Page Title:

Since there is no such best way to write a title or a right way to write it, it is good to base the evaluation on some prescription and standard. As a matter of fact, some suggested adding the most inspiring keyword in titles (Odden, 2013) (Garner, 2012). The research pointed out that even when a long list of keywords was used in meta keyword, only start-up, keyword, was mentioned three times. In this sense, the titles did not qualify the standard. However, writing a title is rather a work of art than science. Comparing the title with some keyword may not be enough to evaluate the quality of titles. Thus, the types of title, declarative title, descriptive or neutral title interrogative title, which were introduced by Jamali and Nikzard 2011, Article's Title Types And Its Relation With The Number of Downloads and Citations, were taken into account.

Thus, the research pointed out that interrogative titles were best suitable for marketing environment. Up to 50% of InvestorEye's titles were written in questioned-type titles. This scenario, on the other hand, showed that InvestorEye was doing quite well with writing engaging title. InvestorEye were able to come up with a serial content regarding to introducing customers to the platform and how to best use it. Even though writing good

title was one of the most important factors of a successful content evaluating title was a haunting task

Thus, the author suggests that InvestorEye write more than one title for each content. Title-generator and Tweakyourbiz can be good sources for title creating and referencing. Both tools have offered over hundreds of title when keywords, key phrases were triggered. Further modification may or may not require to best suit with the content the company wants to create. Hence titles are the important part of the content when first impression and attention will be drawn from page titles. It is good to invest more time on it.

CRITERIA	QUESTION	COMMENTS	SCORE
Promise	Does your title clearly promise a desired benefit?		
Specificity	Does your title include details that add specificity and urgency?		
Targeted	Did you emphasize your intended readers in your title?		
Position	Does your title differentiate your publication from competing titles?		
Engagement	Did you use curiosity or metaphor to make your title more memorable?		
Voice	Does your title communicate in an everyday, conversational tone?		
Concise	Did you edit your title to the fewest and shortest words possible?		
Elaborate	Did you include a subtitle that provides additional information?		
Search	Does your title include the keywords readers use searching online?		
Combine	Did you use more than one of the above techniques in your title?		
Score			

Source: Content marketing Institute

The table suggested by Roger C. Parker from Content Marketing Institute is a good checklist when it comes to writing titles. InvestorEye should consider this check list when the title is written.

#### 5.1.5 Inbound and Outbound:

The research has found out Investor Eye had a balanced inbound and outbound links. The average inbound and outbound links in one article published by InvestorEye were 17 and 19, respectively. There were two problems that were mentioned earlier in the research section . First, the same amount of inbound and outbound links were found in many pieces of content which proposed a question of reciprocal linking. It might give the indication that the company agreed to link to one website and in return, they would link back. The result might cause frowned within the search engine ( Norman, 2012). Second, the average links in each article presented that InvestorEye had even more outbound links than inbound. It caused some confusions as inbound links were those that pointing to other websites. It potentially meant that customers spend less time of InvestorEye's website. In contrast, linking to other websites that provided

---

meaningful, high-quality content would increase the engagement of customer. The concern of people is often about the link leading their sites and less about those that are pointing away. (Norman, 2012).

There are several ways of acquiring inbound links that InvestorEye can take into consideration:

1) Leaving comments on others blogs increase the chance of including a link to websites. Nevertheless, spamming with useless and irrelevant comments just to get inbound links is not a smart move. It leaves bad images of the company. It is ideal to leave comments on public forums which also enables the company to gain recognition. Content Marketing Institute, Hubspot, Quora are some good examples of places where InvestorEye may first try.

2) Many people suggest that the best way to gain inbound links is to get listed in relevant and quality directories. Identifying both free and paid directories of industries that highly trusted, good quality, and authorization and try to get listed there. Some examples of those free directory sites are: <http://ecesummit.com/>, <http://www.highrankdirectory.com/>, <http://vlib.org/> and paid directory pages are : <http://yritysuomi.net>, <http://www.finnmade.fi/>


These pages can vary from trade association sites to portfolio sites, even recommended vendors list.

3) The collaborative blog is a fast-growing trend. In the collaborative blog, InvestorEye can acquire more bloggers, copywriters who are responsible for contributing input to one particular topic. By this way, Investor Eye has many rooms for testing different topics. Furthermore, the content can be promoted by many contributors. One the other hand, InvestorEye's member can also become a guest contributor to others pages and actively promote for InvestorEye on different pages.

4) Producing and publishing high-quality content so that the content is highly recognizable, authentic and remarkable. Therefore customer willing be pleased to share that piece of content. Do not buy. Do not beg. Do not bludgeon. It's all about attention and love (Fishkin, Høgenhaven, & Høgenhaven, 2013, p. 3). The next section will exploit deeper on how to create that content.

## 5.2 Persona

The aim of this section was to exploit more from the fictitious character that presented for the audience of Investor Eye. Yet, it was not the only purpose of this section. Another purpose was to base on that exploitation to provide a better way of producing and distributing content to customer,



---

content strategy. Thus, persona would be once again mentioned here as the foundation for any further inferences.

Age: 39

Geographic: Finland

Gender: male

Position: CEO

He has good educational background, with graduate degree (master degree)

On a typical day, he spends 4 hours online.

He prefers spending time online in the morning and at midnight rather than in the afternoon and evening.


Since he spends around 4 hours a day online, he often spends time finding new information, opportunities, updating news trend. He prefers reading short articles or content. He is more interested in visualized content such as videos, infographic, images than long articles, audio. But it does not mean that he does not read long articles or listen to the audio.

He used to work in marketing and sales department so he has experiences and knowledge in marketing and sales. Consequently, his favorite topics also include marketing. Other topics are entrepreneur and start-up.

He is careful with what he shares or comment. However, if the content is attractive he is willing to make a move: leaving a comment or sharing a content.

With the given description of the character, a 39 years old CEO from Finland, who graduated master degree and was interested in Entrepreneur and start-up, it was predicted that he would not miss any big events like Slush 2016, or Nordic Business Forum. Slush is Europe's leading startup event, Nov 30–Dec 1 in Helsinki. Slush connects startups & tech talent with top-tier international investors, executives and media. Last year, there were 15000 attendees, attracted 1700 start-ups and 800 investors. Whether or not he participate in the event, it can be simply predicted that that he would likely to follow the event, learn from others start-up, share with his fellows. It is likely that content that related to these events would attract his attention. Thus he will likely to visit InvestorEye's website and potentially engage to the page if a more informative content is available there. Suggested by Garner, 2012: "covering community events is a great way to capture topical and real-time search interest around the event". He continued: "It also provides your audience with a window into an important event that they may not be able to attend but would still like to know more". The key point is not that the company should only gather information of related events in Finland but collect information from a potentially-interested event for the prospect in a larger scale and make use of any events that are organized in Finland.

It was good to remind that Persona has good educational background, with a master degree. To add up to it, he also has experiences in marketing and sales activities. Therefore the language used in, for instance, articles or e-book should be sophisticated. The information should be relevant as he can relate it to his previous experiences. For less experience people with lower





---


qualifications, the language or the information can be simplified to match with the understanding. However, the requirement in this case was higher.

Spending 4 hours a day on the Internet and his preference time is in the morning and midnight may indicate the best time to publish new content. The author recommends to publish new articles, infographics, videos in the morning. In Finland, normal working-hour starts at 8:15 am. Therefore, it is logical to deliver content one or two hours in advanced. As it is mentioned earlier, persona may change over time depending on the stage of development of the firm. Therefore, there is a need to test the best publishing time. In addition, with Google Adwords, the company is enabled to target at specific time and location. Buffer application, which is free to use, empowers the company to deliver content on a specific time on a specific channel.

In order to match with persona's preferences, the content has to meet some requirements. The content, in text format, should rather be short and informative than long. Visualization has to be emphasized; more content in visualized format should be created. Recently update on Twitter on 19th of September allows more flexibility in composing Tweet, messages, quoted tweets and media attachment will no longer reduced the character count. InvestorEye can best exploit it and share more on Twitter. Facebook live stream video is another great asset for the company to interact more with audiences. Instagram has updated new functions of story-sharing and enlarging the picture, zoom in, is an alternative choice. However, Instagram is more famous among teenagers and young adults. Therefore the use of Instagram should be weighed. Even though visualized content is his preference audio content has potential to increase in his interest. The problem that is dragging audio content down is availability and variety.

In order to engage with persona, making him to leave a comment and share firm's content. Instead of endeavoring to create and produce high-quality content, the firm need to motivate and provoke them. Taking Buffer's blog as an illustration. At the end of all the articles, there are some short sentences asking for audience's comment:

In addition the persona is willing to share, comment and engage. Asking for their opinion, comment is a good way to to that. Taking Buffer's blog as an illustration, at the end of all the articles, there are some short sentences asking for audience's comment.



For example:

## Over to you

Reading some of the blogs listed here has been both enriching and inspiring for me. In fact, many of the marketers are role models I constantly look up to in my role now. I hope this list would do the same for you and help you become a better marketer!

I'm sure this list isn't comprehensive. If I might have missed some of your favorite personal blogs, I'd love to hear from you in the comments below! Thank you!

(Hat tip to [Brittany Berger](#), [Taru Bhargava](#) and [Tyler Moore](#) for sharing about a few of the blogs in this list with me.)



597 5  
SHARES COMMENTS

Source: Buffer's blog

As persona is willing to comment, share and engage, such short sentences play a big role in persona's decision.

### 5.2.1 Content Ideas:

Experiences, as its purest definition, are the way people feel about things. The aim of content and consumer product is nothing rather than making the people have a feeling toward a thing. Especially with content. Does it make them feel smarter? Does it make them feel good about themselves? Does it make them want to take action on what they read or heard or saw? (Fishkin, Høgenhaven, & Høgenhaven, 2013, p. 3)

Below are some ideas for creating engaging content that InvestorEye can begin with:

Content idea	Description
Photo	Photos and images are great assets to post on a regular basis (Garner, 2012, p. 115). It is a common regular content type that can be featured on a wide range of channels and suitable for many different businesses. It is suggested that InvestorEye creates a library of photos which can be reused and utilized. Shoots of industry, business events, start-up events are likely to captivate the audience. For example: last summer, InvestorEye participated in a start-up event in Lisbon, Portugal. It was a great opportunity to have good pictures and share it with audiences.
Tip	By showing tips, InvestorEye can show leadership thinking, demonstrate commanding knowledge in particular area of expertise (Garner, 2012) . As a start-up itself, InvestorEye can share some advice on

	<p>how the company get things done, how difficult it is to run and manage a start-up. As the favorite topic of persona are: start-up and entrepreneur, InvestorEye has many rooms for sharing insights.</p> <p>Buffer is a newly established company in 2013. It has offered an app to schedule social media posts. The company now has over 3 millions users. Buffer has shown a very good way to share tips and advice.</p> <p>Some examples are: Inside the Buffer accelerator: How We Built a New Product in 9 Weeks (And Why We Shelved It Afterward) or 3 Tips in Running Remote Coaching Sessions.</p>
Stories or anecdotes:	<p>Sharing own business experience and stories is a potential way to produce unique content. InvestorEye can relate experiences and examples to the persona. InvestorEye is now possessing valuable assets which are start-up companies that already registered for the platform. Therefore, the firm has the possibility to share endless stories from the firm itself as well as from other start-ups.</p>
An outline of a particular topic	<p>If one controversial entrepreneurial or business topic increases its interest in social media channels, it is suggested that the best way to get into the content conversation may be to summarize stages of event or circumstances which lead up to a particular issue or context. (Garner, 2012)</p> <p>Because as the buzz increases, the original context of online conversation may move away quickly. Thus a short summary of key issues around the topic can provide more neutral overview. Thus, audiences can better understand a problem but not to be rolled into small details or emotional orientation.</p>
List	<p>Hubspot and Content Marketing Institution, Buffer have produced great examples of listing. Some of them are:</p> <p>15 Award-Winning Websites With Beautiful (And Functional) Designs from Hubspot or Content Marketing Pro Shares 10 Essential Tools for Success from Content marketing Institution.</p> <p>In this type of content, after comprehensively researching, the firm provides a list of a particular topic or theme. It maybe a list of 10 best websites for the entrepreneur, or a list of 20 top ranked start-up within the InvestorEye's platform or some other context. Websites or start-ups that were mentioned should contains with detailed information: links to</p>

	websites, images, commentary. Typically, these types of list attract the attention from audiences (Garner, 2012).
Reviews	Word-of-mouth is still one of the most popular ways of spreading information. Within review types of content, Investor Eye may consider providing regular reviews or commentary on a product of a new start-up, or a service that is inspiring, a service offered by a new start-up. It opens up an alternative way of creating content that fits with persona's interest. Thus, it provides the possibility to potentially reach new customers. Trip advisor is one good example of the potential of reviewing content. Even though the field of reviewing is totally different, it shows how people really love to read reviews.
Live video	Google Hangouts, Facebook and Youtube enabled people to broadcast live stream video. They have also established an entirely different way of creating content that has never been seen in the history. InvestorEye can create a live discussion format with audience or broadcasting what company do it a trade fair and so on. Live video increases the interaction between company and audiences. Moreover, InvestorEye's audience, persona, prefers watching videos as it was revealed earlier. Thus, live video is promising for InvestorEye.
Interview	<p>The aim is to provide insights with interesting people and leaders in a particular business area is a great way to attract like-minded audiences (Garner,2012). The interview insights can be transferred to audiences in form of infographic, live video, or audio.</p> <p>Canva is a free tool which can be used to create infographics. The free version offers many features that enable users to create eye-catching, clean and beautiful infographics.</p> <p>SoundCloud: WithSoundCloud InvestorEye can share them privately or publicly to blogs, website and all your social networks. Hence, SoundCloud is the world's leading social sound platform where anyone can listen to or create sounds and share them everywhere.</p>
Downloadable assets	Most of these assets are in form of e-book, pdf file. Smart-insight founded by Dr Dave Chaffey has offered many e-books and templates relating to business strategy and digital marketing is one good instance. At the core, downloadable assets should offer ways to solve a problem of audience, setting up a start-up, tools to use for start-ups with a limited budget and be shareable. Beside e-book, pdf files which are

	commonly found, Slideshare is one alternative. Useful assets can travel quickly and gain a lot of exposure for businesses ( Garner,2012)
Research and Statistical data	Any data or statistics that deliver insightful knowledge into entrepreneurship or start-up collected from the research is one content idea that could pull the audience closer to the firm. Published information from companies registered for firm's platform is a good source of data. Research may also include the topic of interest from Investor Eye's perspective. Collected data should be visualized or a combination of visual and text.

### 5.2.2 Editorial Plan and Channels:

After assessing persona, his preference and content ideas, editorial plan and publishing calendar is the next steps of content strategy. An editorial consists of content types and topics and channels. (Lee Odden, 2012). An editorial plan and publishing calendar will help provide a production framework for future content and put the focus on ongoing efforts. (Garner,2012). An editorial plan also helps to achieve a level of consistency with potential audience.

There are many programs that can be used to make an editorial plan. Some of which are: Google Docs, Google Calendar, Hubspot's editorial template. All of the programs mentioned here are easy-to-use, and designed for collaborative editing and importantly, free. They enable users to track the types of content, member's responsibility, and the publication date.

The are many channels to deliver the content. The selection of channel is, in fact, a concern. According to Statista, one of the leading statistics companies on the internet, Facebook was the first social network to surpass 1 billion monthly active users. Twitter is all about the rapid communication while LinkedIn is a business and employment-oriented social networking service that operates via websites. It is good to mention that there are only 4 people in the company and the concept of content marketing is rather new to them. As the result, Twitter, Facebook, and LinkedIn were the only three main channels for delivering content.

Google Calender was applied to make the editorial plan below:

Calendar

Today

< >

November 2016

Day

Week

Month

4 Days

Agenda

More

Settings

CREATE

November 2016

S M T W T F S

30 31 1 2 3 4 5

6 7 8 9 10 11 12

13 14 15 16 17 18 19

20 21 22 23 24 25 26

27 28 29 30 1 2 3

4 5 6 7 8 9 10

My calendars

hieu nguyendinh

Birthdays

Reminders

Other calendars

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	Nov 1	2	3	4	5
	New week updates		Article: top 10 useful website		Images: enjoy weekend	
	Person B		Person A+B		Person C	
	Twitter, Facebook		websites + LinkedIn		Twitter+Facebook	
6	7	8	9	10	11	12
	New week updates	Articles: Must-know tools for			Infographic	
	Person A	Persona A+B			Person C	
	Twitter, Facebook	Websites, LinkedIn			Twitter, Facebook	
13	14	15	16	17	18	19
	New week updates		Persona A+B		Images	
	Person B		Stories: Warren Buffett's Best		Person C	
	Twitter, Facebook		Website, LinkedIn		Twitter, Facebook	
20	21	22	23	24	25	26
	New week updates			33 Personal Blogs of Startups	Infographic	
	Person A			Person A+B	Person C	
	Twitter, Facebook			Website+LinkedIn	Twitter, Facebook	
27	28	29	30	Dec 1	2	3
	New week updates		4 tips to get more followers		Facebook+ Youtube	
	Persona B		Person A		Live stream ( interview start-	
	Twitter, Facebook		Website, LinkedIn, Facebook		Person C	

[Terms](#) - [Privacy](#)

The editorial plan was created for Investor Eye. It starts from November 2016 and can be carried on in the next following months. Beside two fixed days on Monday and Friday, the plan expected to figure out the best week-day for updating the website and LinkedIn's profile. Types of content, channels and responsible person were assigned in the calendar.

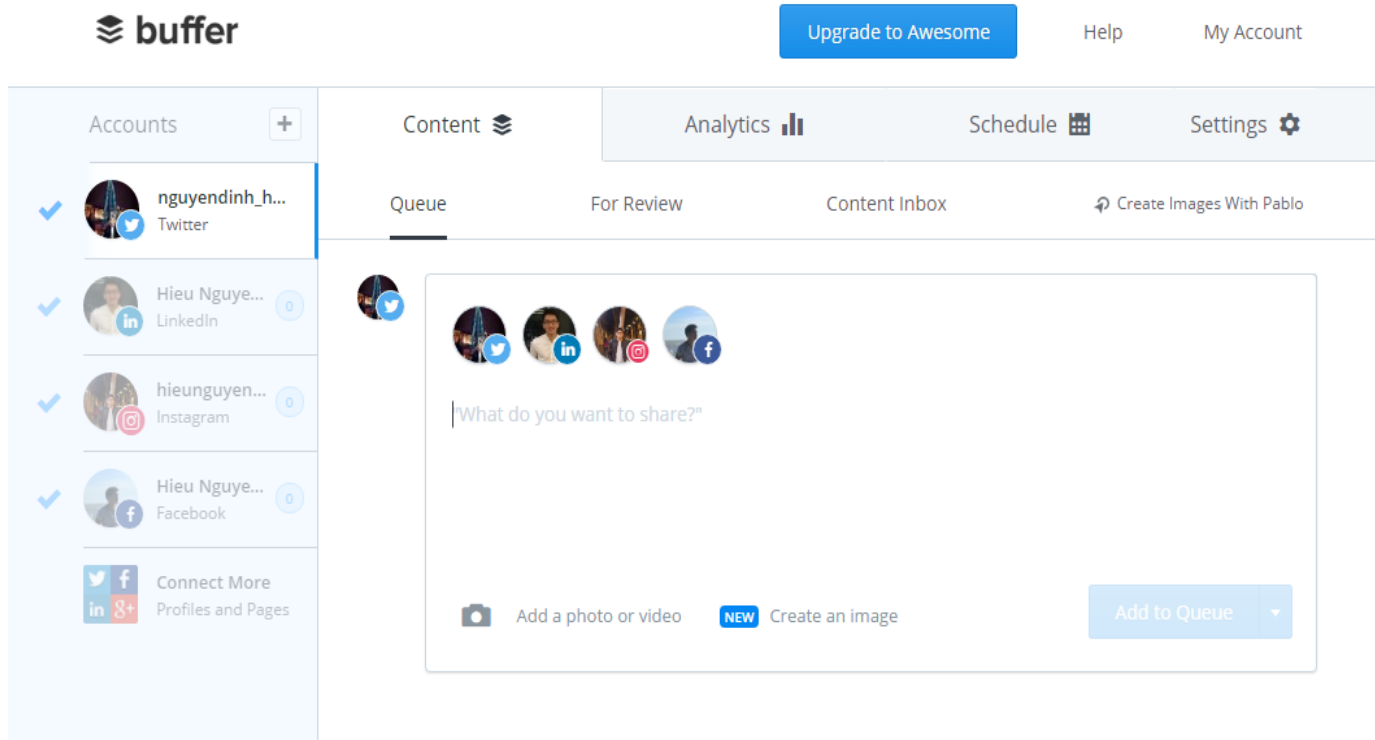
The below table is an alternative beside Google Calendar. Google Docs was applied for this editorial plan. The slight difference is the arrangement layout.

Date to be published	Title	Format	Channel	Member
31/10/2016	New week updates	Post/ tweet	Facebook, Twitter	B
2/11/2016	Top 10 useful websites for start-up	Article	Websites, LinkedIn	A+B
4/11/2016	Enjoy weekend	Images	Facebook, Twitter	C
7/11/2016	New week updates	Post/ tweet	Facebook, Twitter	A
8/11/2016	Must-know tools for entrepreneurship	Article	Websites, LinkedIn	A+B
11/11/2016	Best social media channels for start-up	infographic	Facebook, Twitter	C
14/11/2016	New week updates	Post/ tweet	Facebook, Twitter	B
16/11/2016	Warren Buffett's Best Kept Secret to Success: The Art of Reading, Remembering, and Retaining More Books	Stories	Websites, LinkedIn	A+B

The author suggests that at the end of each month some tips should be provided. In addition, the firm can also combine different types of content at the end of the month: video, audio, and interview... related to topics of entrepreneurship and start-up.

As the result of the involvement of many different social channels as well as the website, it is essential to manage content efficiently and effectively. Additionally, monitoring the performance of content is an issue. As nothing will be improved if the firm does not know how well they are doing at the moment. There are many online tools created to solve such problems. The author highly recommends Investor Eye to start using Buffer app. This tool is free to use for one member in the company and requires a small payment for a group of many members. Buffer is designed to provide the means for users to schedule posts on social media channels: Twitter, LinkedIn, and Facebook... By others words the application allows users to better manage social media channels by enabling users to create, proceed content at the same platform without having to log in to different accounts. Buffer's analytics tool is an alternative option for monitoring content's performance besides analytics tools provided in Twitter, Facebook, and LinkedIn.

The picture below was screenshotted from the author's Buffer's dashboard.



## 6 WEAKNESSES AND CHALLENGES:

A Taking care and responsible for a project is like juggling three balls: cost, quality and time. (Slack, Brandon-Jones, & Johnston, 2013, p. 497) The diagram applied in this section was from Operations Management 7th edition- the project objectives triangle.

The risk was involved in the three aspects. This section commented weaknesses and challenges based on this diagram

### 6.1 Quality:

The idea of content marketing was not rather new. New algorithm has been constantly updated. Google claimed that they want to provide customer the answer but not trillions of websites. Since then companies have started to invest more in their content but not irrelevant information to lure users. Thus, the racing of content marketing started. On the other hand, the theory of content marketing was not widely available. While content marketing theory was not well built and more companies were trying to produce content, it became harder to find good sources. Some widely trusted websites like Content Marketing Constitution or Hubspot were used as references. Yet, only trusted course books with recent updates were used to assure the validity of the information.

As it was expected, collecting data from monitoring audiences involves many complexities. The name and profile of the most active people was



---

sent by the company which was highly appreciated. Nonetheless, the complexity was, in fact, to find them on social media channels: LinkedIn and Twitter.

## 6.2 Time:

A good communication with the company was very supportive in getting information and insights. However, due to the fact the level of dependency in some tasks was high which restrained the flexibility of the author. Consequently, the process was slowed down. For example: getting the information of the most active users in the company's platform.

Within the expected time frame, not all the anticipated users replied to the questionnaire. The risk could have been higher if the longer period was provided for the audience. The reason was that the author might not have enough time to finish the analysis and recommendation.

Due to the fact that social media environment is massive and universal, finding and getting information from their profiles was a time-consuming task. Step by step explanation was also included in research section. Moreover, the methodology was expected to help readers clarify the overall process.


## 6.3 Cost:

No cost was actually involved during the research. The quantitative research was implemented with survey monkey. Yet, tools provided were mostly free to use. However, when it comes to content creating, for instances: statistical research or videos, the cost may be involved.

# 7 CONCLUSION


The research has pointed out some drawbacks of the current content from Investor Eye. The way the content was constructed in terms of technology elements can be enhanced. Meta tags that include meta description and meta keyword or inbound and outbound links were advised to make changes earlier. The current content idea which aims to instruct people about Investor Eye's platform is highly appreciated. However, the execution was rather basic. Types or formats of content should be made in a more diverse way.

The effort of creating person and content ideas for that persona was the main objective of the thesis. Nevertheless, the process is just the beginning of Investor Eye's content marketing. Therefore, the persona should be constantly updated depending on the stage of the firm development. Some new updates, for examples on Facebook, Twitter and Instagram, were mentioned. As the nature of digital marketing environment when everything keeps moving forward the company needs to get along with the new technologies and tools to better understand and create content.




---

There is a lack of resources in term of budget and personnel. Editorial plan was made to meet the actual stage of the business when Investor Eye is in uptight situation. Free tools were provided to reduce any possible cost. In this era of certain uncertainty, content marketing might be the only thing that sets one company apart from the next hence content is the fuel that empowers all digital marketing activities.



---

## 8 REFERENCE AND APPENDIX

- Barbour, M. (13. October 2015). HOW TO KEEP UP WITH THE EVER-EVOLVING MARKETING PERSONA. *Oz content* .
- Chaffey, D. (1. February 2015). *Digital Marketing Trends 2015*. Noudettu osoitteesta Smart Insight : <http://www.smartinsights.com/managing-digital-marketing/marketing-innovation/digital-marketing-trends-2015/>
- Fishkin, R.;Høgenhaven, T.;& Hogenhaven, T. (2013). *Inbound Marketing and SEO : Insights from the Moz Blog*. Wiley .
- Garner, R. (2012). *Search and Social : The Definitive Guide to Real-Time Content Marketing*. Sybex.
- Halligan, B.;& Shah, D. (2014). *Inbound Marketing, Revised and Updated : Attract, Engage, and Delight Customers Online*. Wiley.
- Jamali, H. R.;& Nikzad, M. (2011). Article title type and its relation with the number of downloads and citations. *Scientometrics*, 653-661.
- Jason Lankow, J. R. (2012). *Infographics : The Power of Visual Storytelling*. Wiley.
- Kotler, P.;& Amstrong, G. (2011). *Principles of marketing* . Pearson .
- KUENN, A. (2013). A Guide to Content Optimization for 4 Key Content Types. *Content marketing institute*.
- Leake, W. V. (2012). *Complete B2B Online Marketing*. Somerest : Sybex.
- Ledford, J. L. (2008). *Bible : SEO : Search Engine Optimization Bible (1)*. Wiley .
- Leibtag, A. (2013). *The Digital Crown : Winning at Content on the Web*. Saint Luis: Morgan Kaufmann.
- Norman, B. (3. April 2012). The Balance Between Inbound and Outbound Links.
- Odden, L. (2013). *Optimize how to attract and engage more customers by intergrating SEO, social media and content marketing*. New Jersey : Wiley .
- Patel, N. (10. April 2016). *Content creation* . Noudettu osoitteesta Content marketing institute : <http://contentmarketinginstitute.com/2016/04/mistakes-content-creators/>
- Pranulis. (1999). *Marketingas*. Vilnius: Eugrimas.
- Pruitt John, A. T. (2010). *Interactive Technologies : The Persona Lifecycle : Keeping People in Mind Throughout Product Design (1)*. Morgan Kaufmann.
- Pulizzi, J. (6. June 2012). *Conten strategy* . Noudettu osoitteesta Content marketing institute: <http://contentmarketinginstitute.com/2012/06/content-marketing-definition/>
- Revella, A. (2015). *Buyer Personas : How to Gain Insight into your Customer's Expectations, Align your Marketing Strategies, and Win More Business*. Somerset: Wiley .
- Rohrs, J. K. (2013). *Audience : Marketing in the Age of Subscribers, Fans and Followers* . Wiley .
- Savar, A. (2013). *Content to Commerce : Engaging Consumers Across Paid, Owned and Earned Channels*. Somerset: Wiley.
- Schwartz, B. (2004). *The paradox of choice: why more is less*. New York Ecco.
- 

---

Slack, N.;Brandon-Jones, A.;& Johnston, R. (2013). *Operations Management* . Person .

Weber, L. H. (2014). *The Digital Marketer : Ten New Skills You Must Learn to Stay Relevant and Customer-Centric (1)*. Wiley .

### 8.1.1 Url Links and Content Types:

Address	Content
<a href="http://blog.investoreye.com/">http://blog.investoreye.com/</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/faqs/what's-the-benefit-of-using-investoreye-as-an-investor.html">http://blog.investoreye.com/faqs/what's-the-benefit-of-using-investoreye-as-an-investor.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/faqs/how-secure-is-investoreye.html">http://blog.investoreye.com/faqs/how-secure-is-investoreye.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/how-simple-communication-changes-everything.html">http://blog.investoreye.com/how-simple-communication-changes-everything.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/mifid-ii-and-what-it-means-to-private-investor-is-online-the-only-option.html">http://blog.investoreye.com/mifid-ii-and-what-it-means-to-private-investor-is-online-the-only-option.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/faqs/what's-the-benefit-of-using-investoreye-as-a-company.html">http://blog.investoreye.com/faqs/what's-the-benefit-of-using-investoreye-as-a-company.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/the-royal-bloodline-of-a-startup.html">http://blog.investoreye.com/the-royal-bloodline-of-a-startup.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/faqs/can-i-edit-a-post-after-release.html">http://blog.investoreye.com/faqs/can-i-edit-a-post-after-release.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/latest-posts">http://blog.investoreye.com/latest-posts</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/ir-communication-is-it-something-startups-need-to-do.html">http://blog.investoreye.com/ir-communication-is-it-something-startups-need-to-do.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/latest-posts/page/2">http://blog.investoreye.com/latest-posts/page/2</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/digitalization-of-finance-great-news.html">http://blog.investoreye.com/digitalization-of-finance-great-news.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/faqs/what-kind-of-news-should-companies-communicate.html">http://blog.investoreye.com/faqs/what-kind-of-news-should-companies-communicate.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/faq">http://blog.investoreye.com/faq</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/contact">http://blog.investoreye.com/contact</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/faq/page/2">http://blog.investoreye.com/faq/page/2</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/faqs/how-to-report-an-abuse.html">http://blog.investoreye.com/faqs/how-to-report-an-abuse.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/faqs/how-much-time-needs-to-be-invested-in-investoreye-as-a-company.html">http://blog.investoreye.com/faqs/how-much-time-needs-to-be-invested-in-investoreye-as-a-company.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/faqs/what-should-i-put-as-profile-tags.html">http://blog.investoreye.com/faqs/what-should-i-put-as-profile-tags.html</a>	text/html; charset=UTF-8
<a href="http://blog.investoreye.com/the-reasons-for-stumbling-walk-of-startups.html">http://blog.investoreye.com/the-reasons-for-stumbling-walk-of-startups.html</a>	text/html; charset=UTF-8

### 8.1.2 Meta Keyword:

[illegible]

### 8.1.3 Meta Description:

Meta Description 1	Meta Description 1 Length
InvestorEye is a unique and modern solution for companies to reach private investors	258
As an investor you can discover and follow companies offering you investment opportu	303
It is one of our top priorities to offer a secure investor relations communications platfor	244
When I was a little boy, I was diagnosed with dyslexia (a learning disability for langua	201
European Union is preparing new directive called MiFID II, which will change investing	243
As a company you can inform your shareholders and interested investors about news	303
Cash flow. If there is anything ever more relevant for a startup, please do let me know	268
Once a post is released it cannot be edited anymore. Corrections need to be made in	227
	0
Have you ever thought what happens after your company has been successfully crow	225
	0
Back in the old days, when young adults had to decide what professional career to fo	277
InvestorEye is an investor relations communications channel. So always keep in mind	278
	0
INVESTOREYE LTD.You can get in touch with us in various ways, whichever suits be	184
	0
We are screening the communication on InvestorEye. The accounts of users, which a	185
This of course depends on the preferences and characteristics of the company. We re	247
Profile tags describe you as a company or as an investor. For companies these can i	347
Startups have many obstacles on their way to success. Roughly these reasons could	245

#### 8.1.4 Title:

H2-1	H2-1 len
InvestorEye BlogView all	24
What's the benefit of using InvestorEye as an investor?	55
How secure is InvestorEye?	26
How Simple Communication Changes Everything	43
MiFID II and what it means to private investor? Is online the	74
What's the benefit of using InvestorEye as a company?	53
The Royal Bloodline of A Startup	32
Can I edit a post after release?	32
Latest Posts	12
IR communication. Is it something startups need to do?	54
Latest Posts	12
Digitalization of finance: Great News!	38
What kind of news should companies communicate?	47
Frequently Asked Questions	26
INVESTOREYE	11
Frequently Asked Questions	26
How to report an abuse?	23
How much time needs to be invested in InvestorEye as a co	63
What should I put as profile tags?	34
The reasons for stumbling walk of startups	42

#### 8.1.5 Inbound and Outbound Links:

Title	Inlinks	Outlinks
InvestorEye BlogView all	22	24
What's the benefit of using InvestorEye as an investor?	19	18
How secure is InvestorEye?	19	18
How Simple Communication Changes Everything	24	19
MiFID II and what it means to private investor? Is online the only option?	24	19
What's the benefit of using InvestorEye as a company?	19	18
The Royal Bloodline of A Startup	24	19
Can I edit a post after release?	19	18
Latest Posts	3	25
IR communication. Is it something startups need to do?	24	19
Latest Posts	3	21
Digitalization of finance: Great News!	4	19
What kind of news should companies communicate?	19	18



Frequently Asked Questions	23	23
INVESTOREYE	22	5
Frequently Asked Questions	3	21
How to report an abuse?	19	18
How much time needs to be invested in InvestorEye as a company?	19	18
What should I put as profile tags?	19	18
The reasons for stumbling walk of startups	24	19

## 8.2 Direct Observation:

Link	name	Gender	job	experiences	social topic	field of study	count
<a href="https://twitter.com/antivesala">https://twitter.com/antivesala</a>	Antti Vesala	male	Parliamentary group of the Finnish National Co	and communication, several political and		Business, History	Finland
<a href="https://twitter.com/InvestorEye/followers">https://twitter.com/InvestorEye/followers</a>	Elna Räsänen		Head of Marketing and Communications at i	B2C sales; market research & competitor analysis; market entry strategies		Economics and	Finland
<a href="https://twitter.com/kaisapahkala">https://twitter.com/kaisapahkala</a>	Kaisa Heden-Pahkala	female	Marketing Manager and CIO at Lemotek	marketing strategy; developing marketing		Public Administration	Finland
<a href="https://twitter.com/essirautiainen">https://twitter.com/essirautiainen</a>	Essi Rautiainen	female	Sales Manager at HealthOperator Ltd.	marketing, customer service, project management		Economics.	Finland
<a href="https://twitter.com/SatuKouvalainen">https://twitter.com/SatuKouvalainen</a>	Satu Kouvalainen	female	Legal consultation to Banks and Financial	consultation, various field	entrepreneurial and innovat	Law	Finland
<a href="https://twitter.com/sechrest">https://twitter.com/sechrest</a>	John Sechrest	male	Founder Seattle Angel Conference	Small Business; startup; business development	entrepreneurial and innovation efforts		Finland
<a href="https://twitter.com/PiaErkinheimo">https://twitter.com/PiaErkinheimo</a>	Pia Erkinheimo	female	Director, Partner at Fingertip Ltd	marketing strategy; developing marketing	start-up with crowdsourcing; industrial management ar		Finland
<a href="https://twitter.com/joutsenniemi">https://twitter.com/joutsenniemi</a>	Jannika Joutsenniemi	female	Chief Engager, Co-founder at Mobedig	Brand Leadership, Marketing, Sales, PR, Events	brands and businesses	economics	Finland
<a href="https://twitter.com/POBteemu">https://twitter.com/POBteemu</a>	Teemu Leppälä	male	Founder and CEO at POB	developing the content, telling stories		Marine Sciences	Finland
<a href="https://twitter.com/NiinaKarvinen">https://twitter.com/NiinaKarvinen</a>	Niina Karvinen	female	Social Mediaholic at Soma Media Oy	Marketing, Business Development	start-up, innovation	foreign trade, marketing c	Finland
<a href="https://twitter.com/JaakkoKuukka">https://twitter.com/JaakkoKuukka</a>	Jaakko Kuukka	male	Sales Consultant, CEO & Co-Founder at A	business planning and development	start-up, innovation	Business administration	Finland
<a href="https://twitter.com/AKorvenoja">https://twitter.com/AKorvenoja</a>	Anna Korvenoja	female	Content Specialist at Finnish Cancer Foundat	content strategy, digital communication	communication, fundraising	communication and medi	Finland
<a href="https://twitter.com/prashantdang">https://twitter.com/prashantdang</a>	Prashant Dang	male	solution architecture	solution management, project management	technology, start-up	electronic engineering, c	Finland
<a href="https://twitter.com/bschwartzig">https://twitter.com/bschwartzig</a>	Christophe Schwartzig	male	manager, consultant	consulting, Funding raising		Finance, management	Finland
<a href="https://twitter.com/shammetkrabbe">https://twitter.com/shammetkrabbe</a>	Stephanie Hammer	female	maketer, writer	marketing, writer	Financial industry marketer,	International relation,	Germany
<a href="https://twitter.com/OVuotila">https://twitter.com/OVuotila</a>	Oula Vuotila	male	Operations Specialist	sales, marketing analysis		economics, finance	Finland
<a href="https://twitter.com/MarkoLauhiala">https://twitter.com/MarkoLauhiala</a>	Marko Lauhiala	male	Entrepreneur CEO at Hoteljoy. Consultant.	Entrepreneur, sales, business and marketing	Entrepreneur, business dev	Economics	Finland
<a href="https://twitter.com/alsantfer">https://twitter.com/alsantfer</a>	Alberto Santos	male	Founder & CEO at Hau n Play Oy	project management, marketing		Business Administration,	Finland
<a href="https://twitter.com/toniperamaki">https://twitter.com/toniperamaki</a>	Toni Perämäki	male	Startup Evangelist at Microsoft	problem solver	startups	business	Finland
<a href="https://twitter.com/Being_Global">https://twitter.com/Being_Global</a>	Jorge Montoso	male	Operational Advisor	Multi-culture, international business	SME, startup	Marketing	Spain
<a href="https://twitter.com/MitchellDemeter">https://twitter.com/MitchellDemeter</a>	Mitchell Demeter	male	President / CEO at NOA Today Services Inc	sales, advertising, entrepreneurship			Canada
<a href="https://twitter.com/halakangas">https://twitter.com/halakangas</a>	Hannu Alakangas	male	CEO, Founder Punos Mobile Ltd	Process Architect, programmer		IT	Finland
<a href="https://twitter.com/EerikKukkonen">https://twitter.com/EerikKukkonen</a>	Eerik Kukkonen	male	Creative Mobile Developer	Game Prototyping,		Mathematical	Finland
<a href="https://twitter.com/aaltonenmari">https://twitter.com/aaltonenmari</a>	Mari Aaltonen	female	Market Adviser	marketing research, market analyzing		Marketing	Finland
<a href="https://twitter.com/dantuh">https://twitter.com/dantuh</a>	Daniel Holmström	male	CEO and Co-Founder at LiveRing	marketing, entrepreneurship, sales	start-up, entrepreneur	Finance	Finland

## 8.3 Questionnaire:

### 1. Which of the following categories best describes your employment status?

- ☐ Employed, working 40 or more hours per week
- ☐ Employed, working 1-39 hours per week
- ☐ Not employed, looking for work
- ☐ Not employed, NOT looking for work

- ☐ Retired
- ☐ Disabled, not able to work

\*2. What is the highest level of school you have completed or the highest degree you have received?

- ☐ High school degree or equivalent (e.g., GED)
- ☐ Some college but no degree
- ☐ Associate degree
- ☐ Bachelor degree
- ☐ Graduate degree

Other (please specify)

\*3. On a typical day, about how many hours do you spend looking at content on the internet?

- ☐ 0-1
- ☐ 2-3
- ☐ 4-5
- ☐ 5-6
- ☐ More than 6

\*4. When do you most often browse the internet?

- ☐ Morning
- ☐ Afternoon
- ☐ evening
- ☐ Midnight
- ☐ Other (please specify)

\*5. In a typical day, about how often do you comment on content that you are interested in?

- ☐ Extremely often
- ☐ Very often
- ☐ Moderately often
- ☐ Slightly often
- ☐ Not at all often

\*6. Through which of the following online formats do you prefer to learn from? (Select all that apply)

- ☐ Customer reviews (e.g., Yelp, Amazon)
- ☐ Videos (e.g., YouTube)
- ☐ Shorter articles or content (e.g., email newsletter, blog post)
- ☐ Photos, infographics, images, or illustrations
- ☐ Longer articles or content (e.g., eBook, downloadable guide)
- ☐ Social media posts (e.g., tweet, Facebook post)
- ☐ Audio (e.g., Podcast)
- ☐ Slides or presentations
- ☐ Other (please specify)

\_\_\_\_\_

